

The hands-on part of the content analysis course consists of three parts:

- 1) An introduction to AmCAT (Amsterdam Content Analysis Toolkit, dr. Wouter van Atteveldt)
- 2) exercises on the AmCAT system, in particular associative framing
- 3) a plenary application of NET (relational) coding.

## 1.INTRO

i. Navigate a browser (preferably Firefox / Chrome /...) to <http://amcat.vu.nl/>. On the left hand side you can login to AmCAT using the following username and password:

username: gast

password: @rbelder

ii. Click “Projects>>” in the left-hand menu. Click “12 EU Lonneke – EU onderzoek Lonneke”

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EU Lonneke

### Details of Project 12

projectId	name	description
12	EU Lonneke	EU onderzoek Lonneke

**Actions:** Use project as selection

This project contains: 3 Search Indices | 1 Coding Jobs | 50 Article E

### Search Indices

**Help:** Indices can be created on the [Article Selection](#) page, using th

indexid	name	articles
1237	UK media and parliament subset	10000
1238	UK media and parliament	310220
89	nescor course PolComJournalism	149887

“Index 1237 UK media and parliament” subset gives access to a sample of 10000 articles in UK newspapers and parliamentary speeches, which enables a relatively quick retrieval of results 1237 will be erroneous with respect to small probabilities. Index 1238 provides access to the full dataset of 310220 documents. 1238 is slow and should be used only for your “final” analysis.

iii. Click Index Search 1237 to start with.

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### Index Search

**Index** 1237 - UK media and parliament subset [Open Project Details »](#) [Show Help](#)

**Query**

Labour#Labour Party" John Smith" Blair "Gordon Brown"

Conservatives#Conservatives Thatcher Major "Duncan Smith" Hague Howard

**Advanced**

Upload Query File

**Media** All Media

**Date** All Dates

**Action**

[Show Summary](#)  [Show Table](#)  [Show Graph](#)  [Show Cluster Map](#)  [Show Associations](#)  [Run Script](#)

[Save as CSV](#)  [Show as List](#)  [Show Keyword-in-Context](#)

The Index Search screen shows a query screen. Each line (lines can be very long) represents a concept search. The concepts to be searched for are delimited with # from the search string to its right. A space represents OR. "... " can be used for a literal search. Show Help (upper right) can be used to find more information on the syntax.

Show Summary lists the documents that match the search strings. Click on them for details.

Show Table gives a frequency list or cross table of numbers of matched documents, depending on "display" choices.

Show Graph has almost the same possibilities as Show Table, but visualizes the data, e.g. as time series.

Show Cluster Map shows Venn-diagrams of (intersecting) sets of documents that match the search strings. You may calculate conditional probabilities by hand.

Show Associations > Object-Object Table, metric=conditional probability asymmetric deliver asymmetric conditional probabilities in line with Tversky (1977). The probability (a|b) should be looked up in the joint cell of row a and column b. Association-interval-graphs can be used to

Run Script: do not use in this course.

Save csv (additional option) can be used to write data to a comma separated file (csv => Excel).

The Media and Date check boxes allow a selection of media and dates. The Media check box should be used to run an analysis on Parliamentary Debates or Newspapers only.

Three options in more detail:

1. Cluster map. Type in each issue on its own line, and click "Show cluster map". This will show you how many (and which) articles are contained in each combination of the absence/presence of the given issues. This analysis works best on a small data set, so by limiting the media and/or period of analysis. Discuss which certain combinations are (in)frequent and why this might be the case
2. Object-Object association table: Type in each issue on its own line, and select "Show associations", and "object-object table". Choose Conditional Probability (asymmetric), and choose submit. The resulting table shows how each issue in the column is associated with the row. Discuss the strong relations (or their absence) and asymmetries.
3. Association-interval table or graph: Type in each issue on its own line, and select "Show associations", and "association-interval table" or "association-interval graph". Choose a sensible interval. If you want to analyse over time and medium, it is best to do analyses per medium and export the table to excel, and create a combined graph there. You can also restrict yourself to one medium (or make two different graphs and present them side-by-side).

## 2.Exercise AGENDA SETTING/BUILDING and ASSOCIATIVE FRAMING

Descriptive questions, agenda dynamics

- Development of the media agenda with respect to immigration, with respect to the Islam, and with respect to terrorism?
- Same question for Parliament

Agenda setting/building questions:

- Was the agenda of the media built by discussions in Parliament or the other way around with regard to immigration
- And with respect to the Islam?

Associative framing questions

- What was the conditional probability that media would come up with the Islam, given that an item dealt with terrorism, and vice versa?
- Same question for Parliament
- How did these conditional probabilities develop over time (take care of 9/11)

Of course you may think of variations and elaborations, e.g. did the Labour Party or the Conservatives push more often a strong association between terrorism and Islam.

### 3.Exercise SEMANTIC NETWORK ANALYSIS

1. Code the two articles below; exercise deals with second article
2. Based on your visualization of the codings of article 2, apply the four theories below, or explain why they do not apply, and predict on the basis of this article who is probably going to win at the Swedish elections
  - Fortuna Bandwagon effect Horse race news, success & failure
  - Retrospective voting News on real world developments
  - Prospective voting, issue ownership News on issue positions (including Acts)
  - Or given presuppositions audience: directional voting, proximity voting
  - Balance theory, cognitive consistency theory News on support & criticism

Excel can be used to code simple articles. Use the format below.

	A	B	C	D	E	F	G	H
1								
2	Sen	frame	source	subject	object	direction(-1..+1)	freq	predicate
3	1	act		USFRance	Libya	-1	1	slaughtering
4	1	ip	USFRance	USFRance	oil	1	1	slaughter - subjugate
5	1	mor		Libya	Ideal	1	1	innocent

The codings refer to sentence 1 of the first article.

Sen: sentence number;

Frame: sentence type:

- ip issue positions
- act act (materializing issue positions, subset of ip)
- mor evaluation, moral statement
- sc support or criticism, cooperation or conflict
- suc success or failure, gain or loss
- rea real world developments
- cons consequences (of real world issue development) for actor
- cau causal relationship (usually of on one issue towards an other)

subject: agent, actor who, object which, directs its energy towards someone/something

object: target at whom or what the energy of the subject was directed

predicate: description of the nature of this energy

direction: whether the energy is negative or positive for the OBJECT/TARGET

freq: whether the sentence should be weighted. Default: 1.

Amcat can be used to visualize your codings.

<https://amcat.vu.nl/dev/wva/netwerk>

Visualization: copy the content of the four columns subject, object, direction, frequency and predicate

Article 1 - Restrict yourself to the Meaning objects:

Reality

Ideal (includes good, legal, in accordance with international law, etc.)

Lybia

USFrance

UN

Oil

1. France and the US begin slaughtering the innocent people of Libya for oil subjugation
2. The war of aggression against Libya has begun with unprovoked armed attacks by France and the United States.
3. French jets were the first to launch armed attacks against the people of Libya followed by missiles being fired by the United States.
4. According the United Nations own Charter this action by the United States and France are illegal.
5. According to International law their actions constitute crimes against peace and crimes against humanity.
6. Libya has not attacked any other country nor has the Libyan government made any threats of an armed attack against any other country.
7. However, the US, France, the UK and the Canadian governments have all made nationally televised armed attack threats against Libya and today France and the US did violate the UN Charter and International law.

Article 2 – Suggested meaning objects (do not choose too many of them)

Reality

Ideal

Social-Democrats, Mona Sahlin

Moderates, Fredrik Reinfeldt

SD

feminism

immigrants

Islam

Swedes\_in\_Afgh

Finance

rightist\_issues

Social Security

leftist\_issues

1. Rival coalitions in dead heat as Swedish election approaches
2. The centre-left Social Democrats and centre-right Moderates are involved in neck-and-neck as they enter the electoral end-game.
3. The people would like to see Moderate leader Fredrik Reinfeldt as prime minister rather than Mona Sahlin, the Social Democrat chairwoman.
4. Sweden, which has one of the most aggressively egalitarian societies in the world and one of the highest proportions of female elected representatives, has never had a female leader.
5. However, as noted by the Fondation Robert Schuman's European Elections Monitor, Sahlin is still not very popular among Swedes.
6. The racist, populist Sweden Democrat party (SD), a once open Nazi group who have exchanged their boots and Nazi salutes for suits and Islamophobia, may pass the four percent threshold and enter parliament.
7. The SD launched a campaign defined by Islamophobia and attacks on immigrants.
8. One of few issues where SD might agree with the left is in a parliamentary vote on withdrawing Swedish troops in Afghanistan.
9. The moderates continue to act as the responsible center party, safeguarding both finances and social security.
10. At one point they even using the slogan "the only working class party" (a clear stab at the Social Democrats).