

Late Night with Seth Meyers
Codebook: Political Communication

Coding Notes:

1. Put yourself in the shoes of an intelligent but ignorant person. Discard your own partisan and ideological lenses when considering political communication.
2. Turn on closed captioning.
3. Watch the scene once before you begin coding.
4. Pause during each scene to help you identify the political communication within the scene
5. Do not ask others for help or consult other members of the coding team.

All coding should be done independently. Failure to do so could jeopardize the reliability of the data.

Concept: We are looking for signifiers of political content within each scene to see if soft news content contains enough political communication to influence news consumers' attitudes, behaviors, and cognitions.

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P1

Question 1: Coder Name

Question 2: Date Coded-(MM/DD/YYYY)

Question 3: Episode Season-(XX)

Question 4: Episode Number-(XX)

Question 5: Episode Title-(Guest/Guests)

Question 6: Episode Air Date-(MM/DD/YYYY)

Question 7: Unit of Analysis (UoA)-(Scene ###)

Question 8: Length of UoA-(mm:ss)

¹Question 9:

*Is the content relevant to politics?

1 = Yes

2 = No

¹ Survey ends if 2

²P2

***Question 10:**

Was the information in the scene conveyed humorously (e.g., the host, guest, or audience laughed or paused for laughter)?

1 = Yes

2 = No

***Question 11:**

Does the scene contain relevant political content in relation to... (mark all that apply)

1 = Government Procedures

2 = Necessary Governmental Regulations

3 = Infringements upon Constitutional Rights

4 = Infringements upon State rights

5 = Joe Biden (current US president)

6 = Donald Trump (past US president)

7 = Past Presidents (other than Donald Trump)

8 = Clinton (Bill or Hilary)

9 = Email Scandals

10 = Sex Scandals

11 = (other) Well-Know Scandals

12 = Economy/Business Activity Involving any form of Government (please specify)

13 = Taxes

14 = National Debt

15 = Student Loans

16 = Civil Rights

17 = Women's Rights

18 = LGBTQ+ Rights

19 = Stereotyping of Specific Groups

20 = Violence Against Specific Groups in the U.S.

21 = Abortion

22 = Police/Law Enforcement Related Misconduct

23 = National Leader of a Foreign Nation

24 = Foreign Powers

25 = North Korea

26 = Military

27 = Terrorism

28 = Policy Issues

29 = Legislative Topics

30 = Executive Topics

31 = Judicial Topics

32 = Voter Fraud

33 = Social Injustices

34 = Political Corruption

35 = The Knowledge Gap

36 = Other relevant topics discussed (please specify)

² P3 only if 6; P4 only if 19 (11b) or 20 (11c); P5 only if 21

P3

Question 11a:

Is Donald Trumps' Twitter brought up or referenced?

1 = Yes

2 = No

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P4

Question 11b:

Is the stereotyping of specific groups done in a comedic taste not taken in a legitimately racially offensive way? (e.g., stereotyping is done by members of the minority group whom the stereotyping is applied; the audience has a positive reaction by laughing)

1 = Yes

2 = No

Question 11c:

What specific group?

1 = Answer up to discretion of respondent

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P5

Question 11d:

Does this scene involve Roe v. Wade, 410 U.S. 113?

1 = Yes

2 = No

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³P6

Question 12:

*Does the information presented in the scene convey:

1 = Processes (e.g. interactions between governmental levels to complete specific actions)

2 = Facts (e.g., how things work/ get done)

3 = Contexts (e.g., the reasoning behind how things get done)

4 = Insights (e.g., how these things can affect aspects of the future)

5 = Other (please specify)

6 = N/A

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³ P7 only if 1; P11 only if 4; P12 only if 2 or 3

P7

Question 12a:

Do the processes in the scene correspond to... (mark all that apply)

- 1 = Democracy
 - 2 = Communism
 - 3 = Socialism
 - 4 = (British) Monarchy
 - 5 = Authoritarianism
 - 6 = Other (please specify)
-

P8 only if 1

-

P8

Question 12b:

Does the scene focus on state, national, or international-level democratic processes?

- 1 = National Level (e.g. national elections, executive processes, multi-state news and events)
- 2 = State Level (e.g. local elections, local events)
- 3 = International Level (e.g., world leaders, political unions, foreign trade)

P9 only if 1; P10 only if 2

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P9

Question 12c:

Do the national processes presented in the scene correspond to any of the following? (mark all that apply)

- 1 = Jury Duty
 - 2 = Taxes
 - 3 = Petitioning
 - 4 = Protesting
 - 5 = Elections
 - 6 = Interactions between the President and Congress
 - 7 = Interactions between the President and the Judiciary
 - 8 = Interactions between Congress and the Judiciary
 - 9 = Presidential Succession Line
 - 10 = "Censorship"
 - 11 = Other (please specify)
 - 12 = N/A
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P10

Question 12d:

Do the state processes presented in the scene correspond to any of the following? (mark all that apply)

1 = State Taxes

2 = Petitioning

3 = Protesting

4 = State elections

5 = Other (please specify) _____

6 = N/A

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P11

Question 12e:

Are the politically relevant insights in the scene delivered by...

1 = Seth Meyers

2 = A Person of Color

3 = A White Person (other than Seth Meyers)

4 = Other (please specify) _____

Question 12e2:

What insights were present in the scene?

1 = Answer up to discretion of respondent _____

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P12

Question 12f:

What specific information was conveyed through the facts or contexts?

1 = Answer up to discretion of respondent _____

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⁴P13

***Question 13:**

Is there mention of other political media news sources in the scene? (e.g., New York Times; Fox News; Facebook; Twitter)

1 = Yes

2 = No

⁴ P14 only if 1

P14

Question 13a:

Are the other political media sources mentioned in the scene cast positively or negatively?

- 1 = Positive
- 2 = Negative
- 3 = N/A

P15 only if 2

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P15

Question 13b:

What side of the political ideology spectrum does that media appeal to?

- 1 = Left (Liberal)
- 2 = Moderate
- 3 = Right (Conservative)
- 4 = Other (please specify)
- 5 = N/A

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P16

Question 14:

*What side of the political ideology spectrum does the scene most closely align with?

- 1 = Left (Liberal)
- 2 = Moderate
- 3 = Right (Conservative)
- 4 = Other (please specify)
- 5 = N/A

Question 15:

*The scene focuses on...

- 1 = Person or People (e.g., Donald Trump or Donald Trump and Joe Biden)
- 2 = Place or Places (e.g., DC or DC and Richmond)
- 3 = Topic or Topics (e.g., voter equality or voter and racial equality)
- 4 = Specific Group or Groups of People (e.g., Women or Women and Black Women)
- 5 = N/A
- 6 = If applicable please specify what person/group/place/ or topic

Question 16:

*Does the scene contain mention of celebrity figures (besides the guest or guests) and use that celebrity figure's name in a context that shares information relevant to politics?

1 = Yes

2 = No

P17 only if 1

-

P17

Question 16a:

What celebrity and what politically relevant information?

1 = Answer up to discretion of respondent

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P18

Question 17:

*What is the overall tone/attitude of the scene?

1 = Hostile (e.g., speaker is impulsive, perceived insult)

2 = Comedic (e.g., speaker is mocking someone/ something, exaggerating events)

3 = Satire (e.g., irony to expose problems in society)

4 = Endorsing (e.g., promoting trustworthiness or attractiveness of someone/ something)

5 = Light-hearted (e.g., appreciating, merely stating opinions)

6 = Informative (e.g., elaborating in detail, giving facts, contexts, insights, and processes)

7 = Concerned (e.g., showing signs of fear or worry)

8 = Other (please specify)

9 = N/A

⁵Question 18:

*What category of news does the political content in the scene most closely fall under?

1 = National News

2 = International News

3 = State/Local News

4 = Other (please specify)

5 = N/A

⁵ P19 only if 2 or 3

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P19

Question 18a:

Where?

1 = Answer up to discretion of respondent

-

P20

Question 19:

*Does the speaker give context regarding the main political focus of the information in the scene before the scene?

1 = Yes (e.g., speaker paints a clear picture of the topic that is being discussed)

2 = Yes, but gives brief context (e.g., content is confusing if the audience is not predisposed to the information)

3 = No, assumes the audience knows (e.g., making a joke about Hilary Clintons' Email Scandals)

4 = No, gives context during/after the scene (e.g., the audience can follow along despite lack of knowledge on the subject matter)

5 = Speaker presented political information in a joke type format (e.g., intended to be considered humorous by the audience)

6 = Other (please specify)

7 = N/A

Question 20:

*What is the primary type of political content expressed in the scene?

1 = Politically Informative (e.g., clear indications the speaker wanted the audience to know about a subject, relevancy to today's society, aiming to affect cognitions)

2 = Political Satire (e.g., making jokes/ironic statements regarding the ability of the government)

3 = Politically Persuasive (e.g., the audience is being urged to do something, content intends to change behavior, humorous content)

4 = Political Slander (e.g., negatively and harshly speaking about government figures)

5 = Other (please specify)

6 = N/A
