

**POLS 433 Content Analysis Codesheet**

Coder Name \_\_\_\_\_

Date coded \_\_\_\_\_

Date of Article \_\_\_\_\_

Outlet \_\_\_\_\_

number lines or column inches in story \_\_\_\_\_

***Tally number of mentions:***

Positive

Negative

Mentions of George W. Bush	_____	_____	_____
Mentions of Hillary Clinton	_____	_____	_____
Mentions of Barack Obama	_____	_____	_____

***Issues Mentioned and number of times:***

_____	_____
_____	_____
_____	_____
_____	_____

***Rating of the story's treatment of:***

	Very Unfavorable			Neutral		Very Favorable	
	1	2	3	4	5	6	7
George W. Bush	1	2	3	4	5	6	7
Hillary Clinton	1	2	3	4	5	6	7
Barack Obama	1	2	3	4	5	6	7
Democratic Party	1	2	3	4	5	6	7

**Positive Mentions of Hillary Clinton per line or inch** \_\_\_\_\_

**Positive Mentions of Barack Obama per line or inch** \_\_\_\_\_