APPENDIX

Code Sheet for Content Analysis

<u>Newspaper</u>

1 = The Analyst
2 = New Dawn
3 = New Democrat
4 = The Informer
5 = Heritage

<u>Name in Headline</u>

1 = Yes
0 = No

<u>Appearance</u>

1 = Reference to appearance
0 = No mention of appearance

<u>First name</u>

1 = Use of first name alone
0 = No use of first name alone

<u>Family roles</u>

1 = Reference to family role
0 = No reference to family role

<u>Family/dynastic connections</u>

1 = Reference to connection to high-level politician
0 = No reference to family connections

<u>Emotions</u>

1 = Mention of candidate's emotions
0 = No mention of emotions

<u>Age</u>

1 = Reference to age
0 = No reference to age

Experience

1 = Mention of Prior Elective/appointive office
2 = Mention other qualifications (e.g. private sector, education)
3 = Mentions both prior elective/appointive office and other qualifications
4 = Mention lack of Qualifications
0 = No mention

Change

1 = Mention that candidate will usher in change (e.g., constitutional reform, calls for reform in education, tax system, etc.)
0 = No mention of change

Issues

Issue #1
Open ended-list issue: write issue (e.g. development, peace, corruption, etc.)
Gender of issue #1
1 = masculine
2 = feminine

Masculine issues

Economy, business, taxes, energy/oil, trade, employment/jobs, defense, international organizations, nuclear arms control, treaties, foreign affairs

Feminine issues

Women's rights, gender quotas, abortion, HIV/AIDS, violence against women, gay rights, women in elected office, education, health, welfare, environment, care for the elderly, childcare, parental leave, pensions, peace, corruption,

Tone of Headline

1 = Positive
2 = Negative
3 = Mix
4 = Neutral
5 = Not about Candidate

Tone of Article

1 = Positive
2 = Negative
3 = Mix
4 = Neutral
5 = Not about Candidate

<u>Endorsement</u>

0 = No endorsement
1 = Mention endorsement
2 = Mention possible endorsement