

Leaders' Debates Coding Guide

Definition of the unit of analysis

The unit of analysis is the speaking turn, which is defined as a verbal contribution by a given speaker at a specific moment during an interaction and which is done in a continuous way and is circumscribed by two speaker switches. The debate transcripts were used for the coding and the segmentation by units was generally done following the segmentation from the transcripts.

VARIABLES	CATEGORIES	CODES	DESCRIPTIONS
Year	Year of debate (YYYY)		
Debate	English French 2 nd French (1997)	1 2 3	For 1988, 1997 and 2008, specify the debate. For 1968 and 1979, do not write anything (single debates).
ID	Number identifying the coded speaking turn (sequential number).		
Identity of speaker	Liberal leader Conservative leader Neo-Democrat leader Social Credit leader Reform leader Bloc leader	1 2 3 4 5 	Pierre E. Trudeau, John Turner, Jean Chrétien, Paul Martin or Stéphane Dion Robert Stanfield, Joe Clark, Brian Mulroney, Jean Charest or Stephen Harper Thomas C. Douglas, Ed Broadbent, Alexa McDonough or Jack Layton Réal Caouette Preston Manning Gilles Duceppe

Green Party leader	7	Elisabeth May
Moderator	8	Debate moderator
Journalist	9	Journalist (other than moderator) who asks questions or who allows citizens to ask questions
Citizen	10	Citizen physically present at the debate or asking a question by the use of a pre-recorded segment.

Issue1	No issue	0	Non-applicable: the intervention does not refer to any sector of government activity.
Issue2			
Issue3	Foreign affairs	1	International cooperation, international francophony, Canadian-American relations (<i>Free Trade belongs to the “economy” category</i>), personal mines treaty, etc. <i>Military actions fall under the “defense” category</i> .
Issue4			
Issue5 <i>(If more than five issues, consider the first five mentioned; code them in order of mention)</i>	Agriculture, fisheries and natural resources	2	Farmers and fishermen support, forest, staple food price management (eg: Canadian Wheat Board), mines, etc.
	Natives	3	Help to indigenous communities, indigenous rights, indigenous and federal relations, etc.
	Women	4	Salary equality/equity, status of women
	Constitution	5	Constitutional Law reform projects (eg: Meech Lake Accord), power structure, Canadian unity (including Quebec sovereignty, Quebec's right to auto-determination, recognition of “distinct society”, etc.)
	Crime and public safety	6	Gun control, civil liberties, fight against drugs, fight against domestic violence, police.
	Culture and heritage	7	Bilingualism and Canadian francophony, communications, multiculturalism, cultural Crown corporations (National Film Board, Telefilm, CBC, etc.), arts funding, etc.
	Defense	8	Military spending, military intervention in Canada or abroad (eg. : Afghanistan).
	Economy	9	Unemployment, jobs, inflation, Free Trade, currency, productivity, mortgage rates, business development support.
	Education	10	Scholarships, university research support, federal support to provinces.
	Energy	11	Nuclear energy, creation/privatisation of Petro-Canada. <i>We are interested in the government's energy policies: if one energy issue</i>

		<i>is mainly treated in its environmental dimension, code the “environment” category.</i>
Environment	12	International agreements related to the environment, acid rain, global warming, etc.
Public finance and tax systems	13	Budget deficit, public debt, taxes, surplus, etc. We include the carbon tax (2008) in this category.
Government formation	14	Coalition, prospect of minority government, etc.
Immigration	15	Admission of newcomers, immigrant support, etc.
Ethics	16	Corruption, party financing, partisan nominations, etc.
Justice	17	Right to abortion, gay rights, etc.; the functioning of courts, marijuana legalisation, etc. <i>We focus here on the functioning of justice and the recognition of rights (eg: legalisation of marijuana); ways of fighting against crime belong to the “crime and public safety” category</i> (eg: <i>fight against drug trafficking</i>). <i>Exception: indigenous rights are in the “indigenous” category.</i>
Social welfare	18	Family allowance, employment insurance, daycare, old-age pension.
Health care	19	Access to health care, health care financing (role of private sector, federal support to provinces), quality of health care, etc.
Transport	20	Air Canada, roads, rails, harbours or airport infrastructures, Via Rail, etc. <i>(Subsidies granted to a private company in the transportation sector [ex: Bombardier] belong in the “economy” category. The gaz price coded under “energy”.)</i>
Other sector	99	Please specify

Frame	No framing	0	Not applicable: the intervention does not include any dimension of political life. Ex: salutations, thanks, recognition of speaking turn, remark on the functioning of the debate (rules, procedures, etc.)...
	Governance	1	Intervention insisting on a dimension of political life linked to governance: description of a social or economic problem with which society is faced; party promises to fix a problem or to improve a situation; party achievements; criticism of promises, opponent's achievements or arguments, etc.
	Strategy	2	Intervention insisting on strategic motivations or party/candidate tactics, on the state of competition between parties, on anecdotal events related to the campaign, etc.
	Other frame	3	Intervention insisting on a dimension of political life other than governance or strategy (ex: leader's personality). Please specify.
