

Master's Thesis

**Activism Success:
A Concept Exploration**

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APPENDIX:

CODEBOOK

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List of Variables

Case and Coder Meta-Data

1. **coder**: Coder Name
2. **caseid**: Unique Numeric Case Identifier
3. **date**: Date of Coding

Goals and Outcomes

4. **descgoal**: Goal Description
5. **typegoal**: Assertive or Defensive Goal
6. **descout**: Outcome Description
7. **typeout**: Goal Achievement Level

Thesis and coding data produced using this codebook are available at <http://www.meta-activism.org/open-methods/ma-thesis/>.

Coding Instructions

Procedure

1. Go to <http://www.meta-activism.org/open-methods/>. (All links are there).
2. Open your coding assignment sheet (link at above URL).
3. On the assignment sheet, click over to the tab that has your name on it.
4. Open the coding form (link at above URL).
5. Open the source links provided to you and read them.
 - Do not search for any additional sources.
 - If a source seems erroneous, contact Mary.
6. Enter variable responses on your coding form.
 - Where goal and outcome quotes are requested in sections, use the following form:
 - For 1 source: “goal quote”; "outcome quote" - URL
 - For 2 sources: “goal quote” - URL 1; "outcome quote" - URL 2
 - When you need to add your own words:
 - i. Place your own words outside the quotes as needed
 - ii. Place your own words in [brackets] to add a clarifying word within a quote
 - iii. Example: “goal quote [own words]”; "outcome quote" own words - URL
7. Move on to the next case.

Terms

- Main goal: The primary outcome the campaign desires to achieve.
 - Identifying the main goal: The main goal should appear in title of Source1 or early on in the Source1 text. It may appear in the journalist’s own words, or be a quote.
 - Quoting the main goal: You may quote to journalist’s statement (article body or title) or a quote presented by the journalists. Choose the utterance that states to goal most clearly and precisely.
 - Multiple main goals: A campaign may be considered to have multiple main goals if more than one intended outcome is mentioned in Source1 (or, rarely, Outcome Source), and at least one of those outcomes could be achieved independently of the others.
 - In there are multiple goals, exclude the case.
 - A multiple goal may appear in any of the following ways in Source1:
 - 1) A formal list of demands produced by activists (with or without numbers)
 - Numeric List Example: 1) Fire X. 2) Reinstate Y. 3) Call new elections.
 - 2) Listed in a single sentence, as in a quote from an activist or description by the journalist.
 - Activist Quote Example: “We want the Minister to fire X, to reinstate Y, and to call new elections.”
 - Journalist Description Example: Activists say they want the Minister to fire X and reinstate Y and also to call new elections.
 - 3) Multiple goals are identified by the author in non-list form.

- Examples from Case 1914:
 - “In a joint statement [campaign initiators] called ... the National Commission for Human Rights, to open an investigation“
 - Could occur without freedom of the press
 - “The objective of the rally was to denounce the clear abuse against the freedom of press.”
 - Could occur without an investigation
- Target: The organization individual that the campaign initiator(s) are asking to implement the goal.
- Class: Group of individual or other entities receiving uniform treatment based on a shared characteristic that is the basis of the collective action of the campaign.
- Employee: Individuals who provides services to, or on behalf of, the target organization. The individual may be paid or unpaid.
- Status Quo Ante: Existing state of affairs at the time when the earliest public display or statement by the campaign occurred, as described in Source1.

Problem Cases

- If the date of the Outcome Source is earlier than the date of Source1, this is an error. Please inform Mary and locate a new source using the instructions in the Appendix.

| Codelist and Procedures | | |
|--------------------------|----------|--|
| Case and Coder Meta-Data | | |
| 1.1 | coder | Coder Name |
| Description | | First and last name of case coder. |
| Answer Options | | Select your name from the drop-down list on the coding form. |
| Where to Look | | Your birth certificate (just kidding, hopefully you have this memorized). |
| Examples | | Mary Joyce Jonathan Lam |
| 1.2 | caseid | Unique Numeric Case Identifier |
| Description | | Unique numeric identifier of the case. |
| Answer Options | | Copy and paste the case ID from your coding assignment sheet. |
| Where to Look | | The 1 st column of your coding assignment sheet. |
| Examples | | 1243 15 |
| 1.3 | date | Date of Coding |
| Description | | Date this case was coded. |
| Additional Instructions | | No entry necessary. The submission date and time will be automatically generated by Google when you submit the coding online form. |
| Goals & Outcomes | | |
| 2.1 | descgoal | Goal Description |
| Description | | Copy and paste textual descriptions for the main goal. |
| Answer Options | | [see above] |
| Where to Look | | Source1 and Outcome Source |
| Examples | | "do not want the power plant to start" - http://globalvoicesonline.org/2012/05/16/india-crackdown-on-tamil-nadu-anti-nuclear-plant-protests/ "took issue with the company's new user cap, which limits Twitter" - http://bits.blogs.nytimes.com/2012/08/17/twitter-changes-incite-online-protests/ "against the removal of the ads" - http://news.theage.com.au/breaking-news-national/safe-sex-ads-to-return-to-bus-shelters-20110601-1fg06.html |
| Additional Instructions | | "Main goal" is defined in the Coding Instructions at the beginning of this codebook. In there are multiple main goals, according to the definition in the Coding Instructions section, exclude the case. |
| 2.2 | typegoal | Assertive or Defensive Goal |
| Description | | Does the main goal seek to assert change to the status quo (=2) or to defensively prevent a change to the status quo (=1)? |
| Answer Options | | 2 = Assertive 1 = Defensive |
| Where to Look | | Source1 |
| Examples | | 2 = That a bank remove its checking account fee 2 = For a new anti-discrimination law 1 = That a school not be torn down. 1 = That a pension benefits not be reduced. |
| Additional Instructions | | If an undesirable activity is suspended, that indicates an assertive goal. "Main goal" is defined in the Coding Instructions at the beginning of this codebook. The status quo is defined as the existing state of affairs at the time when the earliest public display or statement by the campaign occurred, as described in Source1. Do not code a commitment, either verbal or legislative, as evidence that an undesirable |

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| | | outcome has begun. | | |
| 2.3 | descout | Outcome Description | | |
| Description | | Copy and paste textual descriptions for outcome of the main goal. | | |
| Answer Options | | 99 = Insufficient or unclear outcome information provided by sources. | | |
| Where to Look | | Source1 and Outcome Source | | |
| Examples | | "Construction on the plant began on 31 March 2002,[2] but faced several delays.[3] Long construction times for nuclear reactors are common in India,[2] but this delay was partly due to the 500-day long anti-nuclear protests by the locals, led by the People's Movement Against Nuclear Energy (PMANE)." - http://en.wikipedia.org/wiki/Kudankulam_Nuclear_Power_Plant | | |
| | | "Despite some developers of third-party Twitter apps being upset by recent changes to "clamp down" on Twitter APIs, Behrens says those changes could actually make it easier to ensure third-party apps are playing by Twitter's rules" - http://www.cio.in/news/twitter-broken-402092013#sthash.O | | |
| | | "A safe sex advertisement featuring a hugging gay couple will return to Brisbane bus shelters after a backflip from the company that pulled them." - http://news.theage.com.au/breaking-news-national/safe-sex-ads-to-return-to-bus-shelters-20110601-1fg06.html | | |
| Additional Instructions | | "Main goal" is defined in the Coding Instructions at the beginning of this codebook. | | |
| 2.4 | typeout | Goal Achievement Level | | |
| Description | | Referring to your responses to TYPEGOAL, DESCGOAL, and DESCOUT, select the category that best describes the level of goal achievement. | | |
| Answer Options & Examples | 3 = Full Goal Achievement | | | |
| | Definition | Exactly what is requested in main goal comes to pass. | | |
| | | Assertive | The exact change requested in a goal occurred. | |
| | | Defensive | The undesirable proposed action did not occur at all (no change in status quo) | |
| | Examples | Assertive | Bank removes it checking account fee as requested. New anti-discrimination law is passed as requested. | |
| | | | Defensive | School is not torn down as requested. Pension benefits are not reduced as requested. |
| | | 2 = Partial Goal Achievement | | |
| | Definition | What comes to pass is consistent with goal, but is not exactly what was requested in the goal. | | |
| | | Assertive | A change occurs, but not exactly what is requested in the goal. | |
| | | Defensive | The undesirable action occurs, but in a desirably modified form. | |
| | Additional Instructions | Assertive | Explicit evidence in Source1 and Outcome Source is necessary to indicate that the target has taken new action in response to the campaign. | |
| | | | In the absence of information about the status quo ante, assume the new action has not occurred. | |
| | | Defensive | Explicit evidence in Source1 and Outcome Source is necessary to indicate that the target has changed their action in response to the campaign. | |
| | | In the absence of information about the status quo ante, | | |

| | | | | |
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| | | | assume the plan has not changed. | |
| | Examples | Assertive | Bank maintains the fee but reduces it; Bank maintain the fee but offers a month of free checking to its clients | |
| | | | New anti-discrimination law is passed, but not in the exact form the activists wanted; A variety of scenarios in which the new anti-discrimination law does not pass but some action is taken which is consonant with the campaign goal – for example, hearings are held or the law is adopted by the legislature but vetoed by the President. | |
| | | Defensive | School is torn down, but a new school is built for the students nearby; only part of the school is torn down; the school is torn down, but a playground for the children is built in its place. | |
| | | | Pension benefits are reduced, but by less than originally planned; Pension reductions are implemented, but only for some workers; Pension reductions will be implemented, but their implementation date is delayed. | |
| | Additional Instructions | For defensive goals, a delay should be coded partial achievement. | | |
| | 1 = No Goal Achievement | | | |
| | Definition | What comes to pass is neither the action requested in the goal nor an action consistent with the goal | | |
| | | Assertive | No amount of change requested in the main goal occurred. | |
| | | Defensive | The undesirable action occurred without modification. | |
| | Examples | Assertive | Bank does not change fee structure at all. | |
| There is no action taken by the legislature regarding an anti-discrimination bill. | | | | |
| Defensive | | The school is torn down as originally planned. | | |
| | | The pension reductions are implemented as originally planned. | | |
| 99 = Insufficient or unclear outcome information provided by sources. | | | | |
| Where to Look | Source1 and Outcome Source | | | |
| Additional Instructions | Commitment Statements | A commitment from a target or target representative should be coded as evidence that an action occurred in the absence of direct evidence as to occurrence or non-occurrence of the desired outcome. | | |
| | | If a goal-consistent commitment is made to act with no time specified or within less than one year (< 1 year) of the article publication date, then the outcome can be coded full achievement. | | |
| | | If a goal-consistent commitment is made to act in one year or more (≥ 1 year), then the outcome should be coded partial achievement. | | |

END