

Intercoder Reliability Measures for the Coding of Television Ads

Two researchers participated in the coding of the television ads (Rachel Gisselquist, Ph.D. candidate at MIT, and Ariel Ivanier, Ph.D. candidate at Boston University). Rachel Gisselquist coded 54 ads by the National Action Party (PAN), 27 by Andrés Manuel López Obrador or the *Por el Bien de Todos* coalition (composed by the Party of the Democratic Revolution, or PRD, *Convergencia*, and the Labor Party) and 16 by the Alliance for Mexico (composed by the Institucional Revolutionary Party, or PRI, and the Green Party). Ariel Ivanier coded 11 ads by the PAN, 6 by the Coalition led by the PRD, and 20 by the Alliance for Mexico. Additionally, he recoded 8 ads (7 by the PAN and 1 by the Coalition led by the PRD) that had already been coded by Gisselquist and that were selected randomly in order to test for intercoder reliability. The measures that were taken in order to guarantee that coding measures were congruent were the following:

- Common criteria to determine the purpose and context of the ads (questions 13 to 15) and to link specific images and messages in the ads to the values of each of the variables (questions 20 to 36) were established. For questions 18 and 19, the criteria to interpret the variables “effectiveness” and “transparency”, as well as each of their specific values, was standardized.
- Common criteria to classify the different messages with ideological underpinnings (question 37) and the different issues mentioned associated with the political campaigns (question 44) were established.
- Common criteria were established to identify positive and negative references, implicit and explicit, towards each of the candidates (questions 39 to 41), political parties (question 42), and the presidency of Vicente Fox (question 43).

Once these parameters were established, the differences in the 8 ads that were coded by both researchers were tallied. These differences were relatively few regarding questions that required interpretation by the coder and they were virtually non-existent in the questions that entailed counting the number of times an issue or a candidate was mentioned. The correlation coefficient (r) for the 8 ads was 0.73.