Evaluation of political actors (Satirical Shows)

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KEYWORDS
evaluation, political actor, personal traits, self-presentation, depiction, satirical show

BRIEF DESCRIPTION
The variable “evaluation of political actors” examines which criteria are addressed in satirical shows to evaluate political actors. Evaluations can be based on role-specific criteria of political actors or on jokes that are related to politically irrelevant aspects such as personal traits, self-deprecation, and stereotypes (Emde & Scherer, 2016; Lichtenstein & Nitsch, 2018). The variable is an indicator for a show’s humor conventions as well as for the way the show deals with political content. The unit of analysis is the joke, which targets a political actor.

FIELD OF APPLICATION/THEORETICAL FOUNDATION
This variable is used to analyze the extent of substantial political information in satirical shows. It is also used to compare different types of satirical shows (e.g., Late Night Comedy, news satire) or to assess the depiction of different political actors and whether or not they are embedded into different types of jokes.

REFERENCES/COMBINATION WITH OTHER METHODS OF DATA COLLECTION
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EXAMPLE STUDY
Lichtenstein & Nitsch (2018)

INFORMATION ON LICHTENSTEIN & NITSCH, 2018
Authors: Dennis Lichtenstein, Cordula Nitsch
Research question/research interest: Depiction of politics in satirical shows

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<td>V.a. negativ Bewertung</td>
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Object of analysis: Three popular German satirical TV-shows (Die Anstalt, heute show, Neo Magazin Royale)

Timeframe of analysis: 2014-2016

INFORMATION ABOUT VARIABLE
Variable name/definition: Criticism

V29 KRITIK
Kritik am Akteur
Hier wird codiert, auf welche Weise der Akteur in dem angesprochenen Themenkontext bewertet wird. Es wird festgehalten, ob die Bewertung positiv oder negativ ausfällt und ob sie sich auf Sachaspekte oder Persönlichkeitsmerkmale bezieht.

It is coded, in which way the actor is evaluated in the addressed topic context. It is coded whether the evaluation is positive or negative and whether it refers to role specific criteria or personality traits.

REFERENCES