

Shakespeare Lives: Coding Framework v4 – Final version for interim report 1
18/05/2016

Coding framework: Twitter / Weibo

(A) TYPE OF ACTOR

1. Member of the public
2. Mainstream media corporate account
3. Mainstream media personal/journalist account
4. Alternative media / blogger / citizen journalist
5. British Council
6. Other cultural relations organisation (e.g. Goethe Institut)
7. Cultural sector organisation (theatre, opera house, drama school, etc)
8. Artist (actor, musician, director)
9. Celebrity [Large number of followers and recognisable figures]
10. Non-Governmental Organisation (NGO) or charity representative
11. Commercial / business account
12. Government account or policymaker (the FCO, the culture secretary, etc)
13. Bot
14. Unclear
15. Other

(B) LOCATION OF ACTOR

1. Europe
2. MENA
3. Other Africa
4. North America
5. South America
6. South Asia (India, Pakistan, Sri Lanka, Nepal)
7. Other Asia
8. Australasia
9. Unclear

(C) FOCUS

1. Does this post relate to the Shakespeare Lives campaign (here I conflate actual events + promotional campaign)? [It is possible users use the hashtag but don't engage with the SL campaign, e.g. to express opinions about Britain or about Shakespeare]

- Yes
- No

2. Does this post relate to the British Council specifically?

- Yes
- No

3. Does the post relate to Shakespeare?

- Yes
- No

4. Does this post relate to Britain?

- Yes
- No

(D) TONE / SENTIMENT

1. Negative tone
2. Neutral tone
3. Positive tone [Positive tone must be explicit and not inferred]
4. Unclear

(E) TYPE OF TWEET

1. Tweet
2. Commented retweet (new style RT)
3. Reply
4. Unclear

(F) REACTIONS (coders must decide on the 'primary' or most prevalent reaction)

1. Promoting or providing information.
2. Reporting engagement (e.g. attending an event; watching a livestreamed play)
3. Offering an opinion
4. Making comparisons
5. Expression of emotions (excitement, sadness, joy, hope)
6. Other type of reaction

(G) DIRECTION OF REACTION (If you selected codes 1, 2, 3, or 4 in the previous category then you must code who the reaction is aimed at; if you coded option 5 then use this category at your discretion; if you coded the reaction as "6. Other" then please code this category as "4. N/A")

1. With / about the SL campaign / or comparing SL to another campaign
2. With / about Britain separately from SL / or comparing Britain to another country
3. With / about Shakespeare separately from SL / or comparing Shakespeare to another artist.
4. N/A.

(H) VALUES RECOGNISED OR DEBATED (all codes are YES or NO or UNCLEAR responses; please remember you are coding the message and the original intent, not your own interpretation of whether the event or cultural artefact that they relate to reflects these values)

1. Diversity (of ideas, identities)
2. Innovative (organisational change; manufacturing; technology; business innovation)
3. Welcoming (either the SL event, campaign, Britain itself, or the social media conversation; e.g. openness; hospitality)
4. Creative (using imagination to create something new; not incremental; relating to the arts; culture; literature)
5. Mutuality (user notes some aspect of this being an international phenomenon; the sharing of a feeling, action, or relationship between two or more nations / identities etc; evidence of intercultural dialogue, or an exchange of ideas / knowledge)

(I) VALUE ADDED FROM USER PERSPECTIVE

1. Useful and relevant (user reports finding the BC tweets useful when going to an event)
2. Quality (explicit statement of quality in relation to the SL programme)
3. Pleasurable / enjoyable

(J) MISC. BEHAVIOURS (all codes are YES or NO responses)

1. Attempt at humour / irony / sarcasm
2. Use of a quote from Shakespeare (direct quote or near direct quote)
3. Appropriation of Shakespeare text (recreation; setting in a new context; e.g. To tweet or not to tweet?)

Coding framework: Instagram (British Council posts)

(A) COMMENT POSTED BY THE BRITISH COUNCIL (all codes are YES or NO responses)

1. Use of quotes
2. Reference to SL output
3. Reference to landmark (e.g. Britain / London / Stratford)
4. Reference to celebrity
5. Reference to popular culture
6. Reference to current affairs/calendar event

(B) REFERENCES TO THE FOLLOWING VISUAL ELEMENTS (all codes are YES or NO responses)

1. Use of quotes
2. Celebrity (either an image or a quote)
3. Landmark (e.g. Britain / London / Stratford)
4. Image of Shakespeare
5. Cartoon, drawing or animation
6. Collage of images
7. Performance: SL programme
8. Performance: historical event or TV / Film screenshot
9. Promotes a SL competition

(C) LEVEL OF INTERACTION ON INSTAGRAM POST

1. Insert the total combined number of comments and likes

Coding framework: Instagram (#shakespearelives corpus)

(A) TYPE OF ACTOR

1. Member of the public
2. Mainstream media corporate account
3. Mainstream media personal/journalist account
4. Alternative media / blogger / citizen journalist
5. British Council
6. Other cultural relations organisation (e.g. Goethe Institut)
7. Cultural sector organisation (theatre, opera house, drama school, etc)
8. Artist (actor, musician, director)
9. Celebrity [Large number of followers and recognisable figures]
10. Non-Governmental Organisation (NGO) or charity representative
11. Commercial / business account
12. Government account or policymaker (the FCO, the culture secretary, etc)
13. Bot
14. Unclear
15. Other

(B) TONE / SENTIMENT (NB: this does not refer to sentiment generally, but explicitly to the SL programme because of the sampling frame used for the data collection)

1. Negative tone toward the British Council / SL programme
2. Neutral tone toward the British Council / SL programme
3. Positive tone toward the British Council / SL programme [Positive tone must be explicit and not inferred]
4. Does not relate to the British Council / SL programme

(C) COMMENT *and* IMAGE - VALUES RECOGNISED OR DEBATED (all codes are YES or NO or UNCLEAR responses; please remember this applies to the whole post, rather than just the image; **please also note this differs from the Twitter CF – you are coding the image based on your own interpretation of whether the post relates and reflects these values**)

1. Diversity (of ideas, identities)
2. Innovative (organisational change; manufacturing; technology; business innovation)
3. Welcoming (either the SL event, campaign, Britain itself, or the social media conversation; e.g. openness; hospitality)
4. Creative (using imagination to create something new; not incremental; relating to the arts; culture; literature)
5. Mutuality (user notes some aspect of this being an international phenomenon; the sharing of a feeling, action, or relationship between two or more nations / identities etc; evidence of intercultural dialogue, or an exchange of ideas / knowledge)

(D) REFERENCES TO THE FOLLOWING VISUAL ELEMENTS (all codes are YES or NO responses)

1. Use of quotes
2. Celebrity (either an image or a quote)
3. Landmark (e.g. Britain / London / Stratford)
4. Image of Shakespeare
5. Cartoon, drawing or animation
6. Collage of images
7. Meme
8. Performing arts
9. Social (e.g. "Groupie")

(E) LEVEL OF INTERACTION ON INSTAGRAM POST

1. Insert the total combined number of comments and likes

Twitter and Weibo	Instagram (1) British Council	Instagram #ShakespeareLives
(A) Type of Actor	(A) Comment Posted by the British Council	(A) Type of Actor
(B) Location of Actor	(B) References to the Following Visual Elements	(B) Tone / Sentiment
(C) Focus	(B2) References to the Following Visual Medium*	C) Comment – Values Recognised or Debated
(D) Tone / Sentiment	(C) Level of Interaction on Instagram Post	(D) References to the Following Visual Elements
(E) Type of Tweet	(D) To which Play Does this Post Refer?	(E) Level of Interaction
(F) Reactions	(E) To Which Shakespeare Lives Project does this Post Refer?*	(F) To which Play Does this Post Refer?
(E) Direction of Reactions		
(H) Values		
(I) Value Added from User Perspective		
(J) Misc. Behaviours		

*Second Phase

		#	# coded	Keywords
	Arab	4,125	1,000	Shakespeare and Shakespeare Lives*
	English	8,571	1,000	#shakespearelives
	Mandarin	742	722	Shakespeare, nicknames for Shakespeare, Shakespeare Lives, and 'Shakespeare 400 th Anniversary Day'*

	Russian	7,258	1,000	various spellings of Shakespeare, Shakespeare Lives, commemoration, and Shakesperiad *
	Spanish	4,030	1,000	#shakespearelives OR #shakespeare400
	BC	38	38	23/10/2015 - 8/8/2016
	#SL	3,527	202	#shakespearelives
	Mandarin		111	British Council Weibo
	Arab	69,515	1,000	#Shakespearelives OR #Shakespeare400 OR #Shakespearelivesforum (24), Hamlet* (943/57), Shakespeare* (68,548)
	English	7,045	1,000	#shakespearelives
	Mandarin	295	295	Shakespeare, A Midsummer Night's Dream OR Hamlet OR Romeo and Juliet*
	Russian	1,332	1,000	Midsummer Nights Festival* OR Shakespearepassions* OR #shakespearelives
	Spanish	1,563	1,000	#shakespearelives
	BC	83	83	#ShakespeareNoFilter
	#SL	2,282	100	#shakespearelives
	Mandarin		400	#shakespearelives*
	Arab	1,021	541	Terms in English and to events happening in Arab countries 8/1- 31/12/2016
	English	1,859	500	#shakespearelives on 7/11/2016
	Mandarin	N/A	N/A	
	Russian	220	220	'Shakespearepassions', ('Shakespeare. A Warning to the Kings'*
	Spanish	540	540	'Shakespeare y Cervantes Vive Festival', 'Otello' and related # of these events
	BC	106	106	10/08-19/12/2016
	#SL			
	Mandarin		424	from non-British Council Weibo accounts

* This is the translations into English. Searches in original language.

** Arab was the most difficult language to find tweets relating to the Shakespeare Lives campaign. In Phase 2, the search was widened to other words and the researcher had to select only those which related to the SL campaign.