



Conference Program
“Political Context Matters: Content Analysis in the Social Sciences”

at the Mannheim Centre for European Social Research (MZES), A5, 6, 68159 Mannheim,
Room: Conference Room (A230/231, 2nd floor)

Day 1

Welcome and Opening Remarks 1:15-1:45pm

Introduction & Welcome to the MZES by *Marc Debus* (Head of Department B, University of Mannheim)

Opening Statement by the conference organizers

Introductions of conference participants

- 15 Minutes Coffee Break -

Session 1: 2:00-3:15pm

Mass Opinion: Making Sense of Social Media

Discussant: Gijs Schumacher (University of Southern Denmark)

“Grasping issues in a networked public sphere: Strategies to draw and prepare random samples of heterogeneous web sources“

Peter Miltner (Freie Universität Berlin), Barbara Pfetsch (Freie Universität Berlin), Daniel Maier (Freie Universität Berlin) & Annie Waldherr (Freie Universität Berlin)

“Mediating effects of Twitter exposure on political evaluations during the 2013 televised German candidate debate“

Thorsten Faas (University of Mainz) & Dominic Nyhuis (University of Mannheim)

- 15 Minutes Coffee Break -



Session 2: 3:30-5:15

New Methods in Content Analyses I

Discussant: Will Lowe (University of Mannheim)

“Putting Text in Context: How to Estimate Better Left-Right Positions by Scaling Party Manifesto Data“

Kenneth Benoit (London School of Economics) & Thomas Däubler (University of Mannheim)

“Uncertainty estimates for double-coded political texts“

Thomas Meyer (University of Vienna) & Laurenz Ennser-Jedanistik (University of Vienna)

“Using Topic Modeling in Agenda Research“

Wouter van Atteveldt (VU University Amsterdam), Kasper Welbers (VU University Amsterdam), Carina Jacobi (University of Vienna) & Rens Vliegthart (University of Amsterdam)

Conference dinner: 7:30pm

Conference dinner in the city of Mannheim (Restaurant: “Die Küche”), sponsored by the Lorenz-von-Stein-Foundation of the Mannheim Centre for European Social Research (MZES)

Day 2

Session 3: 9:30-10:45am

New Methods in Content Analyses II

Discussant: John D. Wilkerson (University of Washington)

“Visual Content Analysis –A Model for Theoretically Dimensioning Pictures“

Stephanie Geise (University of Erfurt) & Patrick Rössler (University of Erfurt)

“Computer-assisted coding of budgetary data: Insights from the Hungarian Policy Agendas Project“

Miklos Sebok (Hungarian Academy of Sciences)



- 15 Minutes Coffee Break -

Session 4: 11.00-12.15pm

Policy and Framing

Discussant: Shaun Bevan (University of Mannheim)

“Mapping protest events through newspaper based content analysis. The mobilization of the Italian extreme right before and after the crisis“

Caterina Froio (European University Institute) & Pietro Castelli Gattinara (European University Institute)

“The Politics of Partisan Policy Agendas: Measuring Party Issue Attention in the U.S. House of Representatives, 1989-2012“

Tyler Hughes (University of Oklahoma)

Lunch Break: 12:15- 1:15pm
(Buffet)

Session 5: 1:15-2:30pm

Media Elites: The Content of Traditional Media

Discussant: Hajo Boomgaarden (University of Vienna)

“The practical challenges of exploring “soft” concepts through “hard” methods: The corpus-linguistic analysis of multiple collective identities in contemporary transnational media debates“

Cathleen Kantner (University of Stuttgart), Eric Sangar (University of Stuttgart) & Maximilian Overbeck (University of Stuttgart)

“When do German politicians express emotions on television? A media content analysis of video sequences“



Anna-Maria Renner (University of Koblenz-Landau), Fabian Mörsheim (University of Koblenz-Landau) & Jürgen Maier (University of Koblenz-Landau)

- 15 Minutes Coffee Break –

Session 6: 2:45-4:30pm

The Content of Political Parties

Discussant: Heike Klüver (University of Bamberg)

“Measuring Policy Diffusion with Automated Content Analysis“

Fabrizio Gilardi (University of Zurich), Manuela Giovanoli (University of Zurich), Charles R. Shipan (University of Michigan) & Bruno Wuust (University of Zurich)

“Measuring the Tonality of Negative Campaigning: Combining a Dictionary Approach with Crowd-Coding“

Martin Haselmayer (University of Vienna) & Marcelo Jenny (University of Vienna)

“Announcing the Manifesto Corpus: a Digital Open-Access Multilingual Corpus of Electoral Programs“

Nicolas Merz (Wissenschaftszentrum Berlin für Sozialforschung), Jirka Lewandowski (Wissenschaftszentrum Berlin für Sozialforschung) & Sven Regel (Wissenschaftszentrum Berlin für Sozialforschung)

- 15 Minutes Coffee Break -

Session 7: 4:45-5:45pm

Closing round table on the state of the art in content analysis research led by the conference organizers together with our invited discussants.

The Conference is thankfully supported by the Lorenz-von-Stein-Foundation