

Training Cognitive Mapping Coding - Transcrisis Project WP3

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For WP3 of the Transcrisis Project, it is useful to gain insight in leaders' policy ideas, peoples' preferences and public discourses. As those factors cannot be observed directly, we will make use of a method that was specifically designed to analyse these phenomenon: the technique of Comparative Cognitive Mapping¹. We will derive the data on leader's policy ideas from their speeches and interviews and the data on public discourses from media articles. In coding our data, it is important that all coders are familiar with the technique and the strict rules that should be followed. Therefore, we will organise a training in coding the data for valid and reliable Cognitive Maps. The training will consist of two sessions.

Session one: Thursday 17th March, 13.00-17.00 – general training

In this session, all the general and specific rules concerning the coding for cognitive maps will be presented. After the explanation of each rule, an example text will be presented to illustrate how to apply the abstract rules to a concrete text. During the session ample time is allowed for interaction, questions and remarks. In the end, the participants will receive a full speech to take home to practise coding an entire speech according to the rules. This speech will be discussed during the follow-up meeting (see below).

Session two: Monday 21st March, 10.00-12.00 – follow-up

During the follow-up, we will discuss the text that all participants coded according to the rules for coding Cognitive Maps in session one. In response to the commonly made mistakes by the participants, some coding rules will be discussed and practiced again. This will enhance the validity and intercoder reliability of the coding process.

If you would like to participate in this training, please let us know before the 10th of March by sending an e-mail to: l.i.brand@uu.nl

¹ See our Coding Manual and Guidelines for more information on this technique and the methods used in the Transcrisis Project.