**The Utility of Traditional Techniques:**

**Inclusive Approach to Measuring Populism in Croatia**

**Instructions for Coders**

1. The material you are coding are the interviews of Croatian politicians. Every interview is treated as a single unit of analysis. Please note that we are coding only words of the interviewees. We are not coding the words of the journalists.

2. Read every interview carefully before coding. Make sure that you understand the interview.

3. Assign ID to each interview. Enter the codes into provided sheet. Carefully read instructions pertaining to each category before coding. Especially pay attention to the following categories:

*Category 4 (references to the people):*

Include and code all references to the people as homogenous collectivity, such as, explicitly, “the people”, or synonyms such as *citizens, inhabitants, community, Croatian society, Croats, public, voters* etc. Do not include references to particular segments of population (e.g. youth, women, pensioners).

Enter all references pertaining to the people into provided column. Assign valance to each reference (neutral, positive or negative). Count the references and their valance and record prevailing valance as the overall sentiment of the interview. If you need to use a separate document for additional notes/comments, make sure to assign it an interview ID.

*Category 6 (privatization techniques):*

* Code **1. Yes** if the politician spontaneously uses references that make him appear closer to the people (e.g. references to the members of the family, his/her hobbies or if he/she introduces some form of informal language such as humor, colloquial language etc.).

Code **1. Yes** if at least one such reference is present in the interview. You do not need to count the references.

Enter all references containing “private” or “informal” language into provided column. If you need to use a separate document for additional notes/comments, make sure to assign it an interview ID.

* Do not code if the reference was prompted by journalist instead of being spontaneously introduced by the interviewee (e.g. ‘Your mother was sick during election campaign’ or similar).

*Category 7 (empty signifiers):*

* The notion of "empty signifiers" refers to a word, an idea, a phrase that is elusive and to which people with different ideologies may assign different meanings (e.g. “justice, new justice, change, common good” etc.). Code **1. Yes** if at least one such reference is present in the interview. You do not need to count the references.

Write down all detected empty signifiers into provided column. If you need to use a separate document for additional notes/comments, make sure to assign it an interview ID.

*Category 8 (anti-elitism):*

* Include and code only if the reference pertains to elites as collectivity (politicians in general or "politics"). References to actual parties, politicians or government should be included only if a certain party, politician or a group of politicians (government for instance) is used as a proxy for political elites.

Enter all reference pertaining to political elites into provided column. Assign valance to each reference (neutral, positive or negative). Count the references and their valance and record prevailing valance as the overall sentiment of the interview. If you need to use a separate document for additional notes/comments, make sure to assign it an interview ID.

*Category 10 (political professionals):*

"Political professionals" are politicians who see their political activities as central to their professional life. "Political non-professionals" are politicians who see their political activities as something occasional, something which is not their core business and something that they will do for a limited period of time (because their core profession is something else, business or similar).

*Category 11 (dangerous others):*

* "Dangerous others" are individuals or groups who do not belong to the people and who represent the threat to prosperity of the people. Make a note if "dangerous others" are other than those mentioned in categories 12 to 15 of the coding book (e.g. "communists" etc.).

For all queries and concerns please contact the main researchers at [grbesa@fpzg.hr](mailto:grbesa@fpzg.hr) or [bsalaj@fpzg.hr](mailto:bsalaj@fpzg.hr).