

**RESEARCH NOTE:  
NATURAL SENTENCES AS VALID UNITS FOR CODED POLITICAL TEXTS**

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21 October 2011

**Abstract**

All methods for analyzing text require the identification of a fundamental unit of analysis. In expert-coded content analysis schemes such as the Comparative Manifesto Project, this unit is the ‘quasi-sentence’: a natural sentence or a part of a sentence judged by the coder to have an independent component of meaning. Because they are subjective constructs identified by individual coders, however, quasi-sentences make text analysis fundamentally unreliable. The justification for quasi-sentences is a supposed gain in coding validity. We show that this justification is unfounded: using quasi-sentences does not produce valuable additional information in characterizing substantive political content. Using natural sentences as text units, by contrast, delivers perfectly reliable unitization with no measurable loss in content validity of the resulting estimates.

**Key Words:** Political text analysis, policy positions, Comparative Manifestos Project, text unitization, content analysis, human coding.

A rapidly growing area in political science has focused on perfecting techniques to treat political text as ‘data’, usually for the purposes of estimating latent traits such as left-right political policy positions.<sup>1</sup> More traditional approaches have applied classical content analysis to categorize sub-units of political text – such as sentences in manifestos. Prominent examples of this latter approach include the 30-year old Comparative Manifesto Project and the Policy Agendas Project.<sup>2</sup> ‘Text as data’ approaches use machines to convert text to quantitative information and use statistical tools to make inferences about characteristics of the author of the text. Content analysis schemes use humans to read textual sub-units and assign these to pre-defined categories. Both methods require the prior identification of a textual unit of analysis – a highly consequential, yet often unquestioned, feature of research design.

Our objective in this paper is to question the dominant approach to unitizing political texts prior to human coding. This is to parse texts into *quasi-sentences* (QS), where a QS is defined as part or all of a natural sentence that states a distinct policy proposition. The use of the QS rather than a natural language unit (such as a sentence defined by punctuation) is motivated by the desire to capture all relevant political information, regardless the stylistic decisions by the author, for example, to use long or short natural sentences. The identification of QS by human coders, however, is highly unreliable. If, comparing codings of the same texts using quasi- and natural sentences, there is no appreciable difference in measured political content, then there is a strong case for replacing ‘endogenous’ human unitization with ‘exogenous’ unitization based on natural sentences that can be identified with perfect reliability by machines using pre-specified punctuation delimiters.

We proceed as follows. First, we discuss the issues motivating the use of QS and the implications of this for reliability. Next, we re-examine and recode, using natural sentences, a set of texts in several languages that have previously been unitized and coded using QS,

comparing results to see if this generates significant differences in measured political content. We also compare coding reliabilities that arise when using natural sentences rather than QS. Our results provide strong evidence that unitizing text exogenously using natural sentences is systematically more reliable than endogenous unitization based on human judgment, while delivering substantively similar estimates of the positions of text authors.

### **THE RATIONALE FOR ENDOGENOUSLY DEFINED TEXT UNITS**

Expert text coding involves two data-generating steps: dividing text into units of analysis, then assigning each text unit a code.<sup>3</sup> While this second step (coding) typically receives the greatest scrutiny, our concern here focuses on the first step (unitization). Prior to coding, a text must be *unitized* by dividing it into smaller units relevant to the research question. Unitization can be specified *exogenously* to the research process using no human judgment, on the basis of predefined rules. This defines units of text in a manner independent of any coding decisions made as part of the analysis. Examples of such rules include using words, word sequences or *n*-grams, natural sentences, paragraphs, pages, or even entire documents as the unit of analysis. Alternatively, text units may be defined *endogenously* to the coding process and involve human judgment, *as part of the content analysis itself*, to determine where one unit of content ends and another begins.<sup>4</sup> Artificial intelligence applications of natural language processing identify text units during the text processing procedure, as do the QS parsing schemes applied by human coders in the Comparative Manifestos and Policy Agendas Projects. Choosing whether to define text units exogenously or endogenously to the text coding procedure involves making a fundamental tradeoff between the goals of reliability and validity.

Expert or ‘hand’ coding methods are not alone in facing the issue of how to define the unit of text analysis. *Statistical scaling or classification methods*, in which there have been numerous recent advances,<sup>5</sup> typically make the linguistic ‘bag of words’ assumption and

specify the word as the fundamental unit of text analysis. All substantive decisions about text unitization are part of the research design, not the coding process. *Dictionary-based methods* apply a predefined coding dictionary, the substantive content of which is at the heart of the research design, to tag words or word stems with coding categories associated with these words by the dictionary. As with statistical methods, the goal is typically fully automated machine coding, with all substantive decisions made as part of the research design rather than the unitization or coding processes. In methods of *automated natural language processing*, the goal is the automated extraction of meaning from natural language. Well known examples can be found in Google Translate, or the Watson system recently and successfully developed by IBM, part of the ‘DeepQA’ project to understand and then answer the complex natural language questions that form part of the *Jeopardy* TV quiz program.<sup>6</sup> In such applications, the unit of text analysis must be interpreted *as part of the system that also processes the text*, rather than exogenous to the text analysis. Thus far this research program has been the preserve of computer scientists and computational linguists, as opposed to political scientists.

The method deployed by research projects based on text coding by human experts, such as the Comparative Manifesto and Comparative Policy Agendas Projects, is in essence non-automated natural language processing. Crudely speaking, expert coding can be seen as using skilled humans to engage in complex pattern recognition tasks that we cannot yet program computers to produce with valid results. As with all natural language processing, the fundamental unit of text analysis may transcend punctuation marks, may conceivably range from a short phrase to an entire text corpus, and may also require human decisions about where a relevant text unit begins and ends. Because only humans can yet be trusted to provide *valid* readings of complex texts for meaning, such traditional methods of content analysis inherently involve subjective judgments by humans reading, parsing, and coding text. Introducing human judgment as part of the text coding process rather than just the

research design, however, introduces serious concerns about reliability that are not at issue with the other methods of text analysis we have identified.

### **RELIABILITY TRADEOFFS WITH SUBJECTIVE TEXT UNITIZATION**

The core issue when designing schemes for unitizing and then coding text units as part of an expert coding project concerns the classic trade-off between reliability and validity. In expert text coding, a procedure is reliable when ‘the reading of textual data as well as of the research results is replicable elsewhere, that researchers demonstrably agree on what they are talking about’.<sup>7</sup> Whenever non-deterministic instruments—such as human beings—are used to unitize and code texts, then the content analysis procedure faces potential problems with reliability. No matter how carefully trained, human coders invariably disagree over qualitative decisions regarding the identification of text units and their classification into coding categories. Depending on how unreliable the procedure is, estimates constructed from the codings may also lack *validity* because of the level of noise or even bias introduced by the content analysis procedure. Reliability is no guarantee of validity, however, and in practice validity tends to suffer in the pursuit of maximizing reliability. Indeed, the debate over machine versus human coded content analysis largely revolves around the desire to balance the competing objectives of reliability and validity. Proponents of computerized schemes for estimating party positions from political manifestos cite perfect reliability in their favor, yet struggle to demonstrate validity.<sup>8</sup> Hand-coded schemes such as the CMP claim validity as a central advantage but then devote huge resources to attempts to enhance reliability.<sup>9</sup>

Validity, at its simplest, means that the results of some content analysis can be seen to reflect the ‘true’ content of the text in a meaningful way. If researchers use expert coders to classify the content of texts then, these days, they almost surely have chosen this laborious method over machine coding because they feel that results are more valid – that humans can currently extract more valid meaning from complex texts than can machines. Furthermore,

expert codings are likely most valid when the unit of text analysis is endogenous, since it is unlikely that readers for whom the texts are written pay close attention to punctuation marks when they read a text for meaning. Despite the ongoing debate about whether automatic coding can produce valid representations of textual content, our focus here applies only to the validity versus reliability issue applied to unitization. If we can demonstrate that deterministic unitization rules – axiomatically meeting a perfect standard of reliability in unitization – are just as valid as subjective ones based on endogenously defined text units, then we can move the state of human-coding text research further out on the reliability-validity frontier by eliminating the unreliability of subjective unitization without suffering a tradeoff in validity.

The two most widely used coding schemes in political science – the Comparative Manifesto Project and the Policy Agendas Project<sup>10</sup> – both specify the unit of textual analysis as an endogenous text fragment known as the *quasi-sentence* (QS): ‘an argument which is the verbal expression of one political idea or issue’.<sup>11</sup> This approach to unitizing is often referred to as thematic unitizing.<sup>12</sup> The explicit motivation for using QS is to avoid missing separate policy statements from political texts created by more long-winded authors who tend to combine multiple policy statements into single natural sentences. More generally, the rationale for endogenous text unitization is to implement a method of natural language processing when the meaning in natural language may not respect punctuation marks.

**[FIGURE 1 ABOUT HERE]**

As an example, consider this natural sentence taken from the 2001 Australian National Party manifesto. The tenth natural sentence states: ‘We know that the only way to create economic prosperity is to rely on individual enterprise / and we know that our future as a nation depends having strong families and communities.’ The CMP coder of this document identified two QS, indicated here by the ‘/’. The first was assigned to category 401 (Free Enterprise: Positive), the second to category 606 (Social Harmony: Positive). To see how QS

unitization is executed in practice on a somewhat larger scale, in Figure 1 we have reproduced a section of the Scottish National Party manifesto of 2001 – parsed into QS by a coder from the Comparative Manifesto Project. QS are demarcated by the pencil marks in the text, indicating that ten natural sentences have been divided into 23 QS, some as short as a single word. It is clearly not self-evident that different coders would meet Krippendorff’s – or indeed anyone’s – definition of reliability given the large number of different, and perfectly reasonable, ways for identifying an alternative set of word strings qualifying as independent QS from this short manifesto fragment.<sup>13</sup>

Using carefully trained expert coders following well-defined instructions may mitigate problems of unitization unreliability, but we now show that serious problems remain. We obtained data from the CMP derived from their own coder training experiments, in which many expert coders were asked to unitize and code the same training document, the results from 67 trained coders showed huge variability in the number of QS they identified in the text. According to the CMP’s master coding, applying the authoritative version of their QS unitization, the document contains a ‘true’ number of 163 QS. The CMP’s trained expert coders, however, identified a total number of QS ranging from about 120 to 220, with a standard deviation of 19 and an interquartile range of 148 to 173.<sup>14</sup> The conclusion is clear. When even well-trained human expert coders specify units of analysis endogenously – as CMP coders do when they parse a text into QS – the results are very unreliable. Because human-coded content analyses typically combine results from different coders, furthermore, systematic differences in subjective judgments about endogenously identified text units (whereby some coders tend to see more units where others tend to see fewer) may introduce bias as well as unreliability.

One way to enhance the reliability of expert text coding is to develop an automated method for *endogenously* identifying QS. The hard problems of natural language processing

for complex political texts, however, mean that no automated unitization of texts into QS is currently feasible – at least, none in which we would confidently declare is valid in making the information-rich thematic distinctions motivating the use of endogenous text units in the first place. An alternative approach is to define text units *exogenously* to the content analysis process, following (for example) syntactical distinctions that are ‘natural’ relative to the grammar of the text.<sup>15</sup> Among the choices of syntactically delimited units, *natural sentences* are closest to the thematically defined QS used by the CMP. Instead of endogenously defined thematic units, natural sentences are exogenously specified using predefined lists of punctuation marks. The open empirical question, addressed in the rest of this paper, concerns whether specifying the unit of analysis as exogenously specified natural sentences, rather than endogenously specified QS, significantly affects inferences about the substantive content of the types of text we wish to investigate.<sup>16</sup> Exogenous specification of the unit of text analysis as a natural sentence is axiomatically more reliable than allowing expert coders to unitize text endogenously. If exogenous unitization does generate different results, this raises the reliability-validity trade-off for consideration. If it does not, then using perfectly reliable natural sentences as the fundamental unit of text analysis for expert coding is a dominant methodological strategy.

## **DATA AND METHODS**

Our comparison of the validity of expert-coded text analyses based on exogenous versus endogenous text units comes from a reanalysis of manifestos originally unitized and coded by the CMP. Ideally, we would provide a set of manifestos to a large group of coders, and ask that each be coded on the basis of natural sentences and QS, and then compare the aggregate measures of political content. If there were no appreciable differences in the measures of aggregate political content, then we would declare both methods equally valid.<sup>17</sup> Of course, this comparison would not determine whether either method in itself was valid in absolute



terms, but if no differences exist in the way each unitization scheme characterizes political content, then it is strong evidence that one cannot be considered less valid than the other.

Without conducting a time consuming and expensive test such as this, however, we do have access to information that allows us to investigate whether endogenous text unitization makes a difference. This involves returning to a set of manifestos previously unitized into QS and coded by trained CMP coders, codings that form part of the data reported in the CMP dataset. This set of 15 documents consists of printed manifestos with unitization marks and marginal codes of the sort depicted in Figure 1. From a limited number of such texts that we were able to obtain upon request from CMP archives, we selected 15 texts with the aim of incorporating a large range of political contexts. We maximized the number of countries covered and included a wide variety of texts in terms of language, length, party family of the authoring party and left-right orientation. The sample includes eight English texts, consisting of one manifesto from Australia, one from Ireland, one from New Zealand, three from the UK and two from the US; three Estonian manifestos (in Estonian); two German-language manifestos from Austria; and two manifestos from Iceland (in Icelandic). A more detailed description of the sample is provided in Table A1 in the Appendix.

Using the selected texts, we proceeded in two steps. First, we record all QS codes indicated on the margin of the documents, and also note whether each coded QS is identical to a natural sentence or a fragment of some natural sentence. This yields a dataset where the unit of the analysis is the natural sentence, while component QS (one or several) are sub-units.<sup>18</sup> In the second step, we assigned a CMP policy code to each natural sentence. In this step, three different situations can occur:

- 1) *A natural sentence contains only a single QS.* In this case, the CMP policy code assigned to the natural sentence is assigned to the QS.

- 2) *A natural sentence contains more than one QS but all were given the same policy code by the CMP coder.* In this case, the natural sentence receives this code.
- 3) *A natural sentence contains more than one QS, and these were given different policy codes.* In this case, a human coding the natural sentence and faced with this choice would probably decide which of the competing policy codes best represented the natural sentence unit. Our procedure applied three different rules for making such a coding decision:
  - a) *First:* Assign the natural sentence the code of the first component QS.
  - b) *Last:* Assign the natural sentence the code of the last component QS.
  - c) *Random:* Assign the natural sentence the code of a randomly chosen component QS.

To be as sure as possible of the validity of our recoding exercise, the authors themselves carefully applied this method to the 15 selected manifestos.

We first report the frequencies of the three types of relationship between natural sentences and QS. We then aggregate text codings into widely used left-right policy scales, and compare our substantive conclusions about document content when we shift from QS unitization to natural sentences (also comparing the *first*, *last* and *random* rules for assigning a QS code to the natural sentence level).

Human coders faced with a natural sentence that they feel contains more than one policy statement may face a tough choice in deciding which code to assign it, if only one code may be assigned.<sup>19</sup> In such a case, it is possible that *coding* reliability – a separate issue from unitization reliability – may become an issue. As a preliminary test of this possible problem, we report the results of a coding experiment conducted using an expanded version of the CMP scheme applied to European election manifestos, designed to test whether coding unreliability increased when coders were asked to use natural rather than quasi-sentences as the basis for the CMP scheme.

## RESULTS FROM RECODING MANIFESTOS INTO NATURAL SENTENCES

### *Comparing Units of Analysis*

Our revisiting and recording of the text units from the 15 manifestos provided a dataset of a total of 6,960 natural sentences, in which were contained 8,481 QS. These are described in Table 1.

### [TABLE 1 ABOUT HERE]

The clearest result to emerge from our analysis is that the splitting by CMP coders of natural sentences into more than one QS occurs quite infrequently: In more than eight out of ten cases (84.0%), natural sentences contained only a single QS, meaning that the endogenous unitization problem pertains to only 16% of all text units. The remaining natural sentences include mostly two (12.0% of all natural sentences) or three QS (2.9% of all natural sentences). Natural sentences with four or more QS are very rare, making up just 1.1% of our sample.

The second strong result from our analysis is that when natural sentences are split into component QS, these components are not necessarily coded differently. In fact, in the category of natural sentences with two QS, less than half (44.1%) of the natural sentences have different component codes, rising to just over half (58.4%) for natural sentences split into three QS. More of those split into four or more QS were different, although overall, as previously mentioned, these represent a tiny fraction of all of natural sentences. Considering all natural sentences, the share of cases with varying component codes is just 7.7%. In other words, before any additional comparison, we expect results that are at the very least 92% identical, because there is a 92% similarity between the two unitizations. Coding all QS in the same natural sentence into the same category is at odds with the rationale for using QS in the first place, which is that a natural sentence may have more than one component of meaning.

Indeed, it amounts to an arbitrary, and as we have seen unreliable, ‘double’ or ‘triple’ counting of text units in which one natural sentence contains several identically coded QS.

Results reported so far refer to coding differences based on the 56-category CMP scheme.<sup>20</sup> Published applications of CMP data typically use scales that combine many coding categories. By a country mile, the most popular application of the CMP data is the left-right index ‘Rile’, a scale that combines 26 of the 56 CMP coding categories. It is quite possible that all QS in the same natural sentence were coded in the same direction (left, right, or neither) in relation to the Rile scale. The fifth column of Table 1 shows that, among natural sentences with two component QS, less than three out of ten (28.7%) involve QS coded in different directions on the Rile scale. Among natural sentences with three component QS, this figure is similar (36.6%). The total share of natural sentences with component QS codes that differ in terms of left-right orientation is only 5.0%.

In a purely descriptive sense, our analysis comparing natural sentence to QS unitization has shown that, even prior to our comparison of substantive political content, we should expect similarities of 92 and 95 percent between codings based on perfectly reliable exogenously defined text units, natural sentences, and those based on unreliable, labor-intensive endogenously defined QS – in practice these units of analysis are exactly the same in 12 out of 13 cases.

### *Comparing Aggregate Results*

Individual sentence codings are of little substantive interest to end users of political content analysis datasets, and are not even reported. Instead, the CMP dataset contains only the percentages of text units coded into each policy category – the ‘per’ codes – as well as the total number of QS recorded in the manifesto. Our aim in this section is therefore to compare aggregate category percentages from each manifesto when these are reconstructed from natural sentences and QS.<sup>21</sup> This involved applying our three coding rules – choose the first

QS code, the last, or one at random – to code the natural sentence. We see from Table 1 that this affects just about eight percent of all natural sentences.

**[FIGURE 2 ABOUT HERE]**

Figure 2 shows the comparison of each policy category’s percentage share, in a scatterplot matrix comparing our three rules for coding natural sentences with more than one QS, to the raw QS based results used by the CMP. Each point represents a policy percentage from one manifesto, and the dashed line shows the 45-degree axis of perfect agreement. To reduce skew created by low-frequency policy categories, we logged both axes (this makes no substantial difference to the results). The squares above the diagonal report Pearson’s correlation coefficient, ranging from 0.98 to 0.99 – there is an almost perfect linear relationship regardless of which rule is applied. To test the overall agreement in a more numerical framework, we used a simple regression analysis of the logged QS policy category percentages on the logged natural sentence policy category percentages (Table 2). The results confirm inferences drawn from viewing scatterplots; 98% of the variance in the original QS coding is explained by the natural sentence codings, regardless which rule is applied. An *F*-test of whether the estimated slope coefficient differs from the 1.0 value implying perfect identity cannot reject this null hypothesis. This is strong evidence that the natural sentence and QS codings yield the same aggregate results.

**[TABLE 2 ABOUT HERE]**

As we noted above, the most commonly used product of the CMP dataset is the left-right ‘Rile’ index that includes 26 of the 56 CMP coding categories. Figure 3 plots Rile scores for our 15 manifestos, using exogenous natural sentence and endogenous QS unitization, and shows a very high degree of agreement between the two. Because Figure 3 only has one aggregate data point representing each manifesto for which we recorded the text units, we re-sampled natural sentences drawing 100 samples of 100 natural sentences from

each manifesto. Figure 4 reports results, plotting a total of  $15 \times 100 = 1,500$  points representing the 15 manifestos in our sample. The top panel of Figure 4 shows the CMP's additive, original Rile scale, while the bottom panel depicts the recently proposed aggregate logit Rile scale,<sup>22</sup> a scale that has been argued has better properties than the CMP's relative difference scale. In both cases, almost perfect correspondence is observed, even given the variation to be expected in each case from the sampling procedure.

**[FIGURES 3 and 4 ABOUT HERE]**

### **RESULTS FROM A CODING RELIABILITY EXPERIMENT**

The results we report above imply that using natural sentences rather than QS as units of analysis does not affect the *validity* of the classification of these units following deterministic *unitization*. Indeed, we demonstrated that endogenous unitization so rarely results in multiple and differently coded QS within one natural sentence unit that even random allocation of codes to the larger natural sentence units resulted in essentially the same aggregate results – suggesting that the reliability of *coding* has little potential to be adversely affected by the switch to natural sentence units. Our test used an exogenously specified procedure to code natural sentences, when these were split into differently coded QS. A computer applying formal rules to do this will suffer no qualms of indecisiveness and display no favoritism toward particular policy categories or domains. It is possible, however, that a human expert coder faced with a natural sentence containing what are seen as two distinct policy statements will not use a consistent rule in coding the natural sentence text unit. While eliminating the unreliability of subjective unitization by using natural sentences, it could be that we are at the same time increasing the unreliability of coding by forcing human experts to make a Sophie's Choice when coding natural sentences that could, and perhaps should, be considered to express more than one distinct policy statement.

Our validity tests did not involve any human recoding, since the objective was to identify a lower bound of reliability by comparing three random allocation rules to code those 16% of natural sentences that were split into multiple QS. Given the extremely high convergence of results caused by all three rules we applied, we expect that human coding could only improve reliability over the computer implementation of our random rules. As an independent test where human coding of all text units permits a broader test of reliability, we assess the reliability of natural sentence v. quasi-sentence coding using results of a series of experiments applying a CMP-based coding scheme to party manifestos for the European Elections conducted by Braun, Mikhaylov and Schmitt.<sup>23</sup> In this experimental design, expert text coders were randomly assigned to two groups. In a setup following Mikhaylov, Laver and Benoit (forthcoming),<sup>24</sup> both groups had to code the same excerpt of the 1999 British Liberal Democratic Party Euromanifesto using an online coding platform.<sup>25</sup> The first group (23 participants) was asked first to unitize the document into QS, and then to code these QS using the coding scheme. The second group (29 participants) was asked simply to treat natural sentences as text units and code these using the coding scheme. Coders were undergraduate students from the University of Mannheim, followed coding instructions as outlined by Budge and coauthors,<sup>26</sup> and used a version of the CMP-based coding scheme modified to address issues specific to European Parliament elections.<sup>27</sup>

In order to assess the reliability and quality of the coding process and consequently of the data generation process, Braun, Mikhaylov and Schmitt calculate inter-coder agreement in each experimental group, with the aim of comparing the coding reliability of the two groups (which are defined by natural sentence versus quasi-sentence unitization).<sup>28</sup> Agreement was measured using Fleiss's kappa ( $\kappa$ ).<sup>29</sup> The  $\kappa$  coefficient is by far the most widely used method of statistical analysis of agreement for categorical variables,<sup>30</sup> and generalizes directly to multiple coders rating the multiple items. The coefficient has a range

from zero (perfect disagreement) to one (perfect agreement), and takes into account the fact that some agreement may occur purely by chance.<sup>31</sup> While there are no universally accepted guidelines, it has been suggested that  $\kappa > 0.75$  represents excellent agreement, that  $0.40 < \kappa < 0.75$  represents fair to good agreement, and that any  $\kappa < 0.40$  indicates poor agreement.<sup>32</sup> Similar to our own results above, the QS identified in the first stage of the Mannheim experiment were predominantly full natural sentences; furthermore, when one natural sentence consisted of more than one QS, these were typically coded into the same category. Just as with our own results, therefore, we would not expect much systematic difference in coding results between the two groups. The results relevant for our purpose are shown in Table 3.

### **[TABLE 3 ABOUT HERE]**

The key result for our purposes is that the inter-coder reliabilities of the groups coding natural versus quasi-sentences is substantively indistinguishable. Coding reliability is quite poor in this experiment overall, possibly reflecting that the main objective of Braun, Mikhaylov and Schmitt was to test the reliability of a new coding scheme for the manifestos component of the European Election Study. Overall, however, the reliability coefficients reported in Table 3 are in line with the 0.3-0.4 from tests by coders applying the standard CMP coding scheme to pre-unitized QS reported by Mikhaylov, Laver and Benoit.<sup>33</sup> In sum, there is no evidence in these results that coding natural sentences rather than QS affects the reliability of coding. The huge gain in reliability from moving to an exogenous definition of text units does not appear to come at the expense of coding reliability.

## **CONCLUSIONS**

It is fundamental to the systematic analysis of political text that we specify the basic unit of text analysis. The ‘exogenous’ specification of the natural sentence as the text unit results in perfectly reliable unitization, but potentially pays a price in coding validity if natural



sentences contain more than one message. There is also a potential price in coding reliability if human coders are asked to pick one from several messages in a single natural sentence.

Addressing these issues, we draw four primary conclusions.

First, in only a small minority of cases in the manifestos we examine are natural sentences divided into separate QS. This means that in effect there is little possible difference between a scheme requiring humans to make painstaking and unreliable decisions on parsing natural sentences into smaller units, because most QS are also natural sentence units.

Second, even when the QS unitization rules call for dividing a natural sentence into multiple text units, more than a half of these subdivided natural sentences contained sub-units that all have the same code. This means that no information about alternative policy emphases is lost for these units by considering only natural sentences. It also undermines the CMP rationale for using QS, which is that one natural sentence may contain more than one distinct message, while it in effect results in double or triple counting of a subset of text units.

Third, in our comparisons of the policy categories aggregated into percentages, including different left-right scales, we found no substantive differences between aggregations based on natural sentence versus QS unitization. Our random procedure to assign a split natural sentence one of its constituent QS codes reproduced about 98% of the variance in the aggregate measures based on QS, including when subsamples were drawn to simulate the additional sampling variance that might come from having shorter manifestos. Because we think that human coders could improve on the random rules using expert judgment, furthermore, we expect our results to represent a worst-case scenario.

Finally, reporting the results from coder experiments where participants were asked to code either natural sentences or QS, we found no evidence that inter-coder reliability differed between these two groups. The possible information loss from increasing the size of the text-

coding unit from QS to natural sentences does not on our evidence introduce additional unreliability.

The implication of these results for applying categorical coding schemes to political text is clear and simple. Natural sentences can be substituted for QS to achieve a major gain in the reliability of text unitization without loss of validity. This implies that future text coding projects should dispense with endogenous text unitization by human experts as part of the coding process, and move to fully automated unitization based on natural sentence delimiters defined exogenously as part of the research design. Since our estimates suggest that substantive findings are unlikely to be affected by doing this, but reliability is likely to increase, the shift to natural sentence unitization could usefully be extended to the ongoing CMP and PA projects. Our analysis here implies that a substantial gain in reliability, efficiency, and replicability can be achieved without sacrificing important substantive information in the texts under investigation.

**APPENDIX: DETAILS OF TEXTS USED IN UNITIZATION COMPARISON**

<b>Country</b>	<b>Party (CMP-code)</b>	<b>Election year</b>	<b>Language</b>	<b>CMP coder ID</b>	<b>Length in QS (CMP)</b>	<b>Party family (CMP)</b>	<b>Rile score (CMP)</b>
Austria	People's Party (42520)	1971	German	104	213	CHR	25.3
Austria	Social Democratic Party (42320)	1979	German	104	541	SOC	-5.7
Australia	National Party (63810)	2001	English	201	173	AGR	18.5
Estonia	Fatherland Union (83710)	1999	Estonian	242	81	CON	22.2
Estonia	Fatherland Union (83710)	2003	Estonian	242	94	CON	24.5
Estonia	Res Publica (83611)	2003	Estonian	242	171	CON	-1.8
United Kingdom	Conservative Party (51620)	2001	English	109	724	CON	14.9
United Kingdom	Scottish National Party (51902)	2001	English	108	813	ETH	-13.0
United Kingdom	Sinn Féin (51210)	2001	English	108	537	COM	-8.0
Iceland	Awakening of the Nation (15323)	1995	Icelandic	213	666	SOC	-11.4
Iceland	Independence Party (15620)	1978	Icelandic	212	100	CON	27.0
Ireland	Fine Gael (53520)	2007	English	280	2063	CHR	-9.7
New Zealand	ACT (64420)	1996	English	201	174	LIB	13.8
USA	Democratic Party (61320)	2000	English	204	1140	SOC	-3.6
USA	Democratic Party (61320)	2004	English	109	912	SOC	8.6

Table A1. *Description of manifestos selected for re-analysis.*

Party family abbreviations: AGR = Agrarian, CHR = Christian Democratic, COM = Communist, CON = Conservative, ETH = Ethnic-regionalist, LIB = Liberal, SOC = Social Democratic

Extent to which Natural Sentence was Split into Several Quasi-Sentences	<i>N</i> Natural Sentences	% Natural Sentences	% of Natural Sentences with Different CMP Codes	% of Natural Sentences with Different Right-left Codes (left, neutral, right)
Not split	5,847	84.0%	--	--
Split into two	832	12.0%	44.1%	28.7%
Split into three	202	2.9%	58.4%	36.6%
Split into four	50	0.7%	76.0%	50.0%
Split into > 4	29	0.4%	44.8%	31.0%
Total	6,960	100%	7.7%	5.0%

Table 1. *Pattern of Natural Sentences versus Quasi-Sentences from 15 election manifestos.*

Dependent variable: log(Quasi-sentence per)			
	(1)	(2)	(3)
	Random	First	Last
	QS Code	QS Code	QS Code
log(Natural sentence per)	<b>1.000</b> (0.007)	<b>0.995</b> (0.007)	<b>0.999</b> (0.007)
<i>N</i>	460	463	459
<i>R</i> <sup>2</sup>	<b>0.98</b>	<b>0.98</b>	<b>0.98</b>
<i>p</i> -value for <i>F</i> -test of $H_0: \beta=1.0$	0.99	0.50	0.90

Table 2. *Regression of (log) Quasi-sentence-based % categories by manifesto on (log) natural sentence-based estimates using three rules.* The constant was constrained to be zero. The *F*-test reported in the last line is a test of the null hypothesis that the slope coefficient is the identity value of 1.0.

	Natural Sentence		Quasi-sentence	
	Kappa	95% CI	Kappa	95% CI
Policy domain	0.397	(0.349 - 0.454)	0.384	(0.340 - 0.437)
Coding categories	0.315	(0.269 - 0.371)	0.313	(0.270 - 0.364)

Table 3. *Inter-coder reliability results from the experiment comparing natural and quasi-sentence unitizations for the Euromanifesto coding scheme.*<sup>34</sup> Note: Bootstrapped bias-corrected 95% confidence intervals from 1,000 replications. Bias correction gives better coverage probability for a possibly biased statistic, and produces the same results as the percentile method for an unbiased statistic.<sup>35</sup>

## Enterprise & Jobs

Our programme of infrastructure investment through the Scottish Trust for Public Investments will give Scots businesses improved access to world markets through a modern and reliable road, rail, sea and air network. We will ensure Scotland does not get by-passed by the digital revolution by ensuring that Scotland has direct access to the internet and broadband capacity throughout the country. And our focus on reskilling Scotland will work to ensure that one of the key ingredients of a successful economy, a highly educated, flexible and skilled workforce, is in place to allow both the growth of indigenous enterprises but also to encourage the relocation of high-skill, value-added international investors to our country.

Economic development agencies must become more focused and less bureaucratic. They must be more accessible and less regulatory. Their aim is to facilitate and add value to indigenous and incoming business. They should stimulate not suffocate.

Finally, because we believe in Scotland, because we stand for Scotland, we will be best placed to sell Scotland as a marketplace, as a holiday destination and as a key export partner. We will ensure that Scotland's businesses get better and wider representation across the world and that every effort is made to promote Scotland as a world beating business and tourist centre. To this end, we will bring the tourist agency into Scotland's enterprise network.

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Figure 1. Section of SNP 2001 manifesto parsed into quasi-sentences by CMP coder

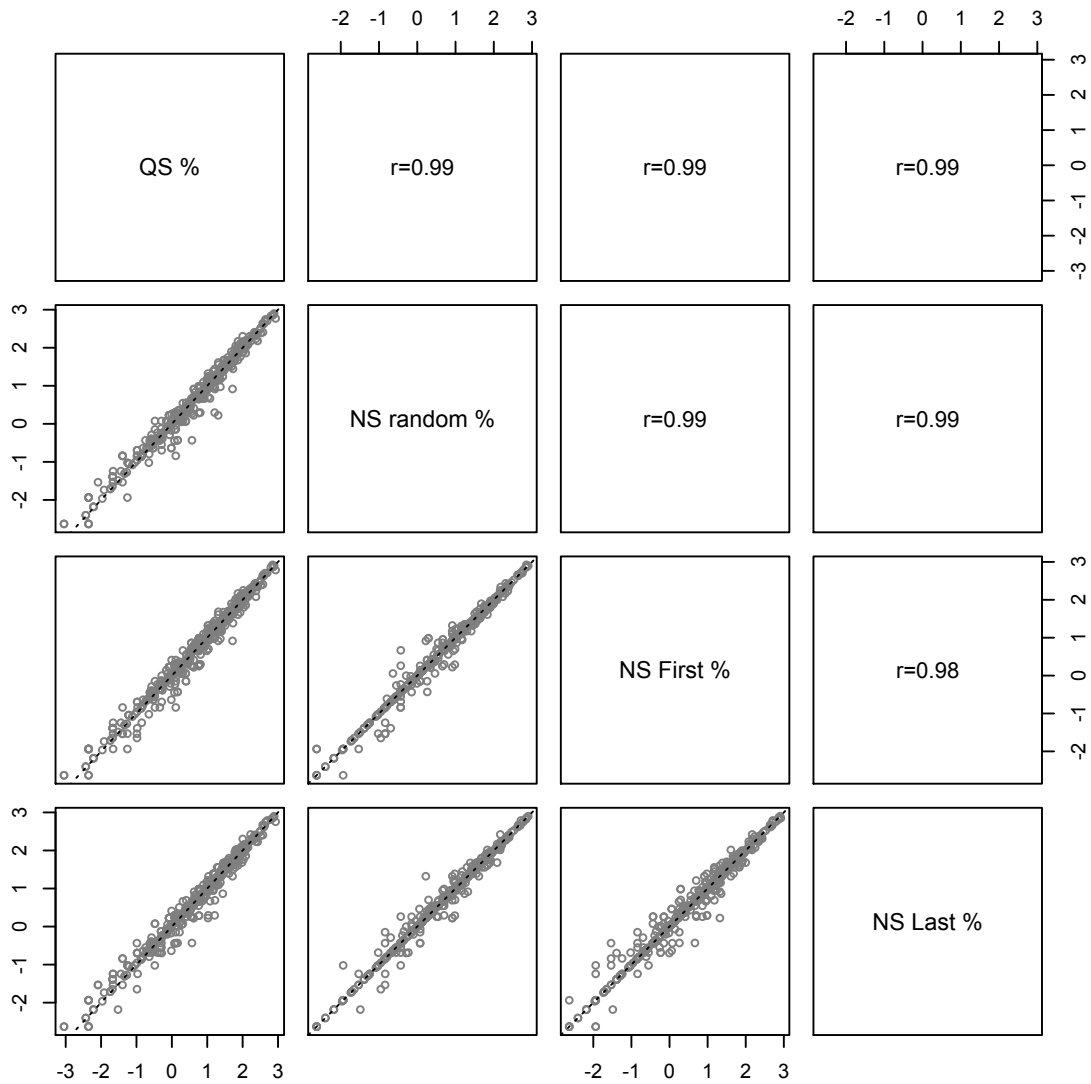


Figure 2. *Comparing quasi-sentence aggregate category percentages to natural sentence recodings.* Three rules are compared: randomly assign the code based on constituent quasi-sentences; take the first QS code for the natural sentence; and take the last QS code for the natural sentences. Total manifestos analyzed: 15.



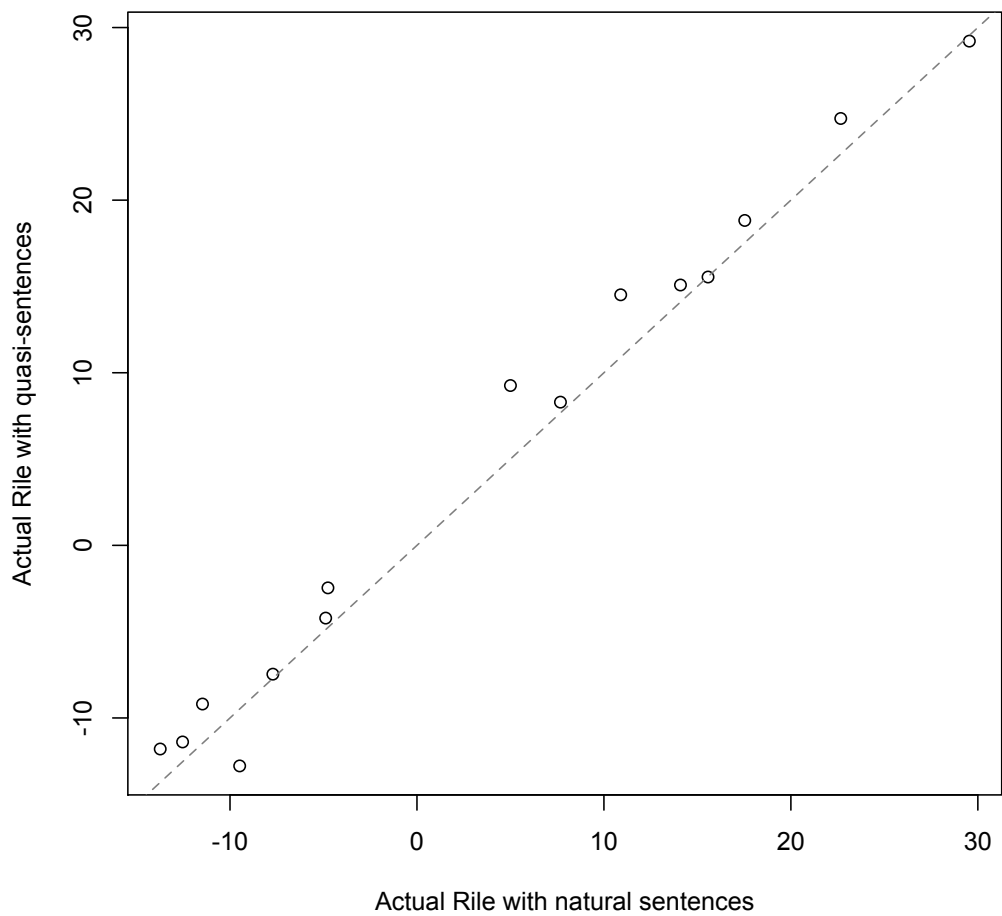


Figure 3. *Actual Rile Values aggregated for each manifesto.* Based on random assignment, which we have chosen because human coders could almost certainly do better than this rule.

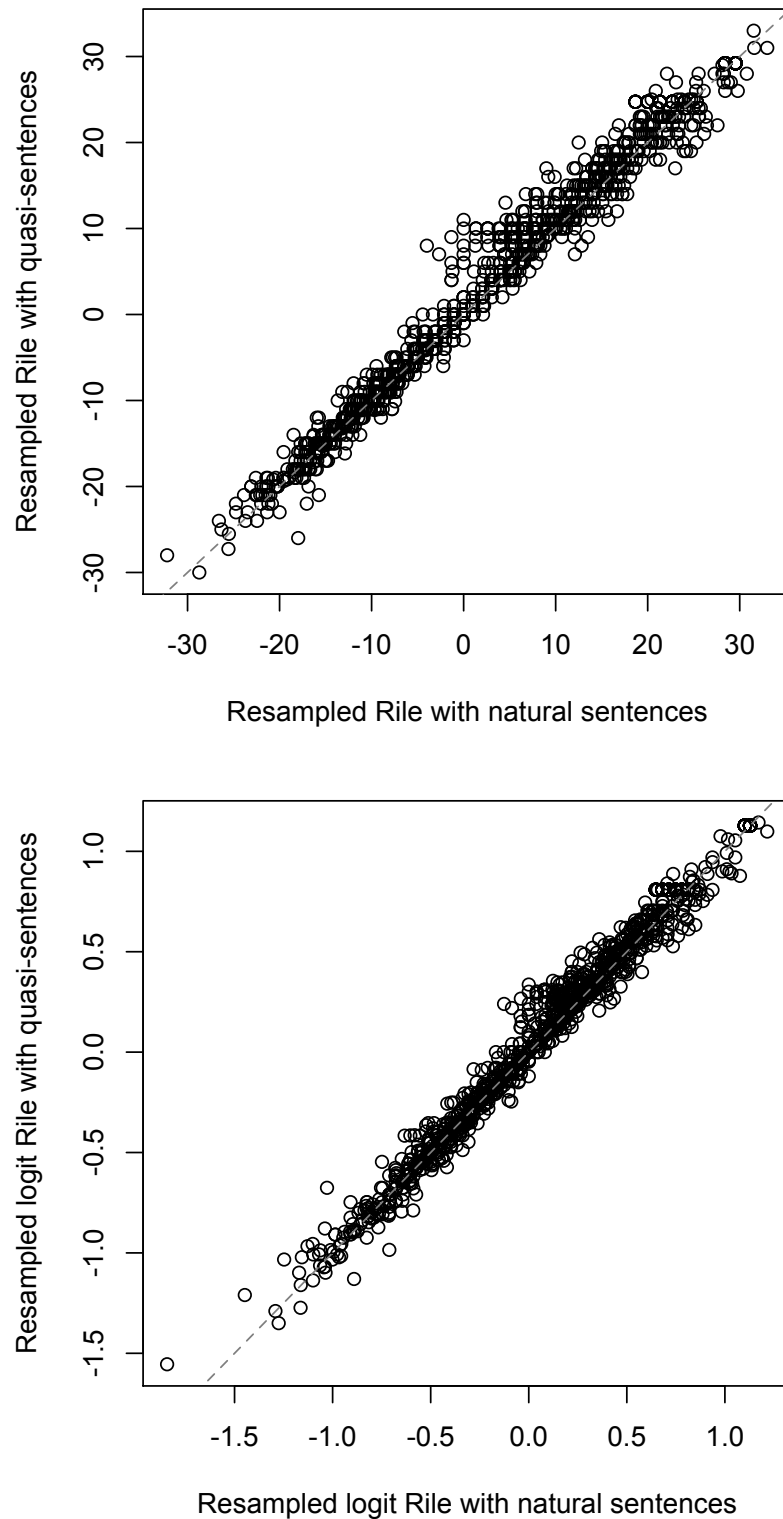


Figure 4. *Resampled Rile Values*. Based on random assignment, we took 100 random draws of 100 natural sentences each from each manifesto, and plotted the overall distribution of scores. The bottom plot uses the log Rile introduced by Lowe, Benoit, Mikhaylov and Laver.<sup>36</sup>

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<sup>1</sup> For example Michael Laver, Kenneth Benoit and John Garry, 'Extracting Policy Positions from Texts Using Words as Data', *American Political Science Review*, 97 (2003), 311-31; Jonathan Slapin and Sven-Oliver Proksch, 'A Scaling Model for Estimating Time-Series Party Positions from Texts', *American Journal of Political Science*, 52 (2008), 705-22.

<sup>2</sup> Ian Budge, Hans-Dieter Klingemann, Andrea Volkens, Judith Bara, Eric Tanenbaum, Richard C. Fording, Derek J. Hearl, Hee Min Kim, Michael D. McDonald and Silvia M. Mendes, *Mapping Policy Preferences: Estimates for Parties, Electors, and Governments, 1945-1998* (Oxford: Oxford University Press, 2001); Hans-Dieter Klingemann, Andrea Volkens, Judith Bara, Ian Budge and Michael McDonald, *Mapping Policy Preferences II : Estimates for Parties, Electors, and Governments in Eastern Europe, European Union, and OECD 1990-2003* (Oxford: Oxford University Press, 2006); Frank R. Baumgartner, Christoffer Green-Pedersen and Bryan D. Jones, *Comparative Studies of Policy Agendas* (London: Routledge, 2007).

<sup>3</sup> Klaus Krippendorff, *Content Analysis: An Introduction to its Methodology* (Thousand Oaks: Sage, 2004).

<sup>4</sup> By contrast, the second basic data-generating step, in which each text unit is coded by assigning to it a category from the coding scheme, is always endogenous to the text, and indeed forms the core part of the content analysis exercise.

<sup>5</sup> Laver, Benoit and Garry, 'Extracting Policy Positions from Texts Using Words as Data'; Burt L. Monroe and Ko Maeda, *Rhetorical Ideal Point Estimation: Mapping Legislative Speech* (Palo Alto: Stanford University: Society for Political Methodology, 2004); Burt Monroe, Michael Colaresi and Kevin M. Quinn, 'Fightin' Words: Lexical Feature Selection and Evaluation for Identifying the Content of Political Conflict', *Political Analysis*, 16 (2008), 372-403; Slapin and Proksch, 'A Scaling Model for Estimating Time-Series Party Positions from Texts'; Daniel J. Hopkins and Gary King, 'A Method of Automated Nonparametric Content Analysis for Social Science', *American Journal of Political Science*, 54 (2009), 229-47.

<sup>6</sup> Details for those unfamiliar with the *Jeopardy* game show format, or with Watson and DeepQA, can be found at <http://www-03.ibm.com/innovation/us/watson/>.

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- <sup>7</sup> Krippendorff, *Content Analysis: An Introduction to its Methodology*, p. 211.
- <sup>8</sup> Michael Laver and John Garry, 'Estimating Policy Positions from Political Texts', *American Journal of Political Science*, 44 (2000), 619-34; Laver, Benoit and Garry, 'Extracting Policy Positions from Texts Using Words as Data'; Slapin and Proksch, 'A Scaling Model for Estimating Time-Series Party Positions from Texts'.
- <sup>9</sup> See for instance Klingemann, Volkens, Bara, Budge and McDonald, *Mapping Policy Preferences II: Estimates for Parties, Electors, and Governments in Eastern Europe, European Union, and OECD 1990-2003*, chs. 4-6.
- <sup>10</sup> Budge, Klingemann, Volkens, Bara, Tanenbaum, Fording, Hearl, Kim, McDonald and Mendes, *Mapping Policy Preferences: Estimates for Parties, Electors, and Governments, 1945-1998*; Baumgartner, Green-Pedersen and Jones, *Comparative Studies of Policy Agendas*.
- <sup>11</sup> Andrea Volkens, 'Manifesto Coding Instructions (Second Revised Edition).', *Wissenschaftszentrum Berlin*, Discussion Paper FS III 02-201, (2001), p. 96.
- <sup>12</sup> Krippendorff, *Content Analysis: An Introduction to its Methodology*.
- <sup>13</sup> To return to the Australian 2001 National Party example cited earlier, we also observe the following natural sentence: 'There is no argument about the need for production sustainability and its matching twin, environmental sustainability.' In this case, the coder deemed this a single QS and coded it as 501 (Environmental Protection: Positive), even though it could plausibly have been seen as comprising two QS, divided by the 'and', with the first coded to 410 (Productivity: Positive) and the second to 501.
- <sup>14</sup> In the test results, coders with especially bad first round results had these corrected, and were asked to repeat the experiment. Here we report only the second-round unitization results for coders asked to repeat the test. While these results are not a decisive experiment, given that it is part of a training process of new coders, they are the single largest test of multiple unitizations of a manifesto text available. We thank Andrea Volkens for sharing this data with us.
- <sup>15</sup> Krippendorff, *Content Analysis: An Introduction to its Methodology*.

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<sup>16</sup> The use of natural sentences for manifesto coding is also mentioned by Leonard Ray, 'A Natural Sentences Approach to the Computer Coding of Party Manifestos' in Michael Laver, ed, *Estimating the Policy Positions of Political Actors* (New York: Routledge, 2001), pp. 149-61. The discussion there, however, makes no clear distinction between natural and quasi-sentences, and for the most part describes possible future approaches to automated natural language processing of political texts.

<sup>17</sup> We are assuming here that differences at the unit level are not the quantity of interest, and that the objective of any unit-based coding exercise is to yield aggregate measures of political content.

<sup>18</sup> To make the identification of natural sentences as unambiguous as possible, with a view to eventually automating this stage completely, we developed a very explicit set of guidelines as to how to identify a natural sentence. A natural sentence delimiter was defined as the following characters: '.', '?', '!', and ';'. Bullet-pointed sentence fragments were also defined to be 'natural' sentences, even if not ending in one of the five previously declared delimiters. A full set of the coding instructions we issued to coders (ourselves) is available upon request.

<sup>19</sup> We assume that only one category can be assigned to each text unit. This follows standard approaches in content analysis that were implemented in the coding protocols of the CMP (see Klingemann, Volkens, Bara, Budge and McDonald, *Mapping Policy Preferences II : Estimates for Parties, Electors, and Governments in Eastern Europe, European Union, and OECD 1990-2003*, Appendix II 'Manifesto Coding Instructions'). In order to allow for reliable content coding, there are two main requirements for the categories of a coding scheme: they must be mutually exclusive and exhaustive (Krippendorff, *Content Analysis: An Introduction to Its Methodology*, p. 132.). The possibility of several categories applicable to each text unit violates the exclusiveness requirement. Mutual exclusiveness is related to the ability of coders to clearly conceptualize the text unit they are reading. Lack of mutual exclusiveness results in semantic confusion that leads to misclassification and biased results. This aspect has been appreciated by the CMP who developed detailed decision rules on handling the situations when more than one category seems to apply to each text unit (Klingemann, Volkens, Bara, Budge and McDonald, *Mapping Policy Preferences II : Estimates for*

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*Parties, Electors, and Governments in Eastern Europe, European Union, and OECD 1990-2003*, Appendix II). However, as shown in experimental results (Slava Mikhaylov, Michael Laver and Kenneth Benoit, 'Coder Reliability and Misclassification in the Human Coding of Party Manifestos', *Political Analysis*, Forthcoming) semantic confusion and related misclassification result in low reliability of the data generation process in the CMP.

<sup>20</sup> To be precise, the number of categories is 57 since it includes 'uncoded' as a further category, as is the case in the published CMP data. We did not use the four-digit-codes that apply to post-communist countries but aggregated them to their respective three-digit-category. However, this affected only 7 out of the total 8,481 (0.08%) QS. In addition, 24 QS codes (0.28%) could not be identified from the documents since they were not legible.

<sup>21</sup> The emphasis here is on 'reconstructed': we did not ensure that every category percentage from the QS we recorded perfectly matched those reported in the CMP's dataset. An exact replication is not possible, for instance because it appears (not that rarely) that the number of codes on the margins does not correspond to the number of units separated by tick marks (if they are used at all). While we did check that we matched the published figures to a very high degree, a perfect matching is unnecessary since our comparison focuses on units within texts.

<sup>22</sup> Will Lowe, Kenneth Benoit, Slava Mikhaylov and Michael Laver, 'Scaling Policy Preferences from Coded Political Texts', *Legislative Studies Quarterly*, 36 (2011), 123-55. This index is constructed as  $\log((R+0.5)/(L+0.5))$ , where R and L are the summed percentages of the 15 right and left policy categories, respectively.

<sup>23</sup> Daniela Braun, Slava Mikhaylov and Hermann Schmitt, 'Computer-Assisted Human Coding: Experimental Tests of Reliability', Paper presented at the Political Parties and Comparative Policy Agendas: an ESF Workshop on Political Parties and their Positions, and Policy Agendas, University of Manchester, May 20-21, (2010).

<sup>24</sup> Mikhaylov, Laver and Benoit, 'Coder Reliability and Misclassification in the Human Coding of Party Manifestos'.

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- <sup>25</sup> The excerpt of the 1999 British Liberal Democrats Euromanifesto used in the experiment consists of 83 natural sentences. The Euromanifestos Project previously used this excerpt as the training document and declared it to consist of 112 QS.
- <sup>26</sup> Budge, Klingemann, Volkens, Bara, Tanenbaum, Fording, Hearl, Kim, McDonald and Mendes, *Mapping Policy Preferences: Estimates for Parties, Electors, and Governments, 1945-1998*.
- <sup>27</sup> As part of the coding procedure, coders coded policy domains (the seven categories defined by the first digit of the CMP code) and coding categories sequentially.
- <sup>28</sup> Braun, Mikhaylov and Schmitt, 'Computer-Assisted Human Coding: Experimental Tests of Reliability'.
- <sup>29</sup> Joseph.L. Fleiss, 'Measuring Nominal Scale Agreement among Many Raters', *Psychological Bulletin*, 76 (1971), 378-83; Joseph L. Fleiss, Bruce A. Levin and Myunghee Cho Paik, *Statistical Methods for Rates and Proportions* (Hoboken: Wiley, 2003).
- <sup>30</sup> Chris Roberts, 'Modelling Patterns of Agreement for Nominal Scales', *Statistics in Medicine*, 27 (2008), 810-30, p. 811.
- <sup>31</sup> The kappa coefficient was proposed Jacob Cohen ('A Coefficient of Agreement for Nominal Scales', *Educational and Psychological Measurement*, 20 (1960), 37-46) and extended to multiple raters by Fleiss ('Measuring Nominal Scale Agreement among Many Raters'). Hayes and Krippendorff compare Krippendorff's  $\alpha$  and Fleiss'  $\kappa$  and state that they are very similar (Andrew F. Hayes and Klaus Krippendorff, 'Answering the Call for a Standard Reliability Measure for Coding Data', *Communication Methods and Measures*, 1 (2007), 77-89). We found that this also holds when applying the measures to the data collected by Braun, Mikhaylov and Schmitt ('Computer-Assisted Human Coding: Experimental Tests of Reliability'). The kappa coefficient is measured as  $\kappa=(p_o - p_e)/(1 - p_e)$ , where  $p_o$  is the overall proportion of observed agreement and  $p_e$  is the overall proportion of agreement expected by chance.
- <sup>32</sup> J.Richard Landis and Gary G. Koch, 'The Measurement of Observer Agreement for Categorical Data', *Biometrics*, 33 (1977), 159-74; Fleiss, Levin and Paik, *Statistical Methods for Rates and Proportions*, p. 604.

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<sup>33</sup> Mikhaylov, Laver and Benoit, 'Coder Reliability and Misclassification in the Human Coding of Party Manifestos'.

<sup>34</sup> Braun, Mikhaylov and Schmitt, 'Computer-Assisted Human Coding: Experimental Tests of Reliability'.

<sup>35</sup> Anthony C. Davison and David V. Hinkley, *Bootstrap Methods and Their Application* (Cambridge: Cambridge University Press, 1997).

<sup>36</sup> Lowe, Benoit, Mikhaylov and Laver, 'Scaling Policy Preferences from Coded Political Texts'.