Codebook Dataset Meta Advertising DK 2022 Referendum

id

Identification of one advertisement. 1-853.

ad_creation_time

Date that the ad was created.

ad_creative_bodies

Offers the original Danish text content of the advertisement.

ad_snapshot_url

Link that gives a complete snapshot of the ad, including any media that is a part of the advertisement. Note that the link might expire over time – if this is the case, please contact the authors.

topic

The topic of the advertisement. If the advertisement deals with the EU or European integration, it only takes the value 'EU'. Otherwise, it can take multiple values.

macroframe

Identifies the macroframes used in the advertisement to discuss the EU or European integration, if it is the topic of the ad (multiple values possible). Otherwise, the variable takes no value

subframe

Identifies the subframes used in the advertisement to discuss the EU or European integration, if it is the topic of the ad (multiple values possible). Otherwise, the variable takes no value

bylines

Identifies who paid for the advertisement.

page_name

Identifies the page that published the advertisement.

actor_type

Identifies the type of actor that is responsible for the ad. Priority is given to the 'bylines' column to identify the type of actor.

position

Shows if the ad was in favor (Pro) or against (Contra) the abolishment of the defense opt-out.

spend

Three variables (_lower, _average, _upper) showing how much a party spend in a specific referendum campaign. _lower shows the lower limit, _upper shows the upper limit, _av shows the average between the upper and lower limit.