**Semantic or Latent Code Exercise**

This exercise is intended to help you understand the distinction between semantic and latent codes – as a reminder, semantic codes capture the surface, obvious or explicit meanings in data, whereas latent codes capture underlying or implicit meanings; the meanings that allow the more obvious meanings to ‘make sense’. First, read the introduction to the dataset, which briefly provides some valuable context to make sense of the data excerpts. Then read the excerpts from the dataset alongside their associated code labels. Reflect on whether each code is (more or less) semantic, or (more or less) latent. Keep in mind that there isn’t an absolute distinction between semantic and latent codes – it’s better to think of them as two ends of a spectrum, with the potential for some blurring and overlap in the centre of the spectrum. Reflect on why you have decided a code is more semantic or latent. What aspects of the coding label or the data influenced your judgement?

**Introducing the dataset**

*The New Zealand Herald* is one of the main daily newspapers in Aotearoa New Zealand, and typically presents a conservative stance. The data come from *reader* comments in response to the following question on *The New Zealand Herald*’s website, in 2009:

[**Where should the Undie 500 go to next?**](https://www.nzherald.co.nz/nz/where-should-the-undie-500-go-to-next/YE7K7PAYFCYGRWIBF5TXJTUKR4/)

South Island mayors have been quick to say "no thanks" to the prospect of the Undie 500 student rally moving to their neck of the woods.

Canterbury University and student organisations yesterday decided to axe the annual pilgrimage to Dunedin after last weekend's rioting.

It was the fourth consecutive year the celebrations following the arrival of the rally, official or unofficial, had descended into chaos.

Where should the Undie 500 go to next?

The city of Dunedin in the South Island of Aotearoa New Zealand is famed for a ‘rowdy’ student culture at Otago University, and – at the time – for being the endpoint of the ‘Undie 500’. The Undie 500 was an annual event organised by Canterbury University (in Christchurch) engineering students, which involved a pub crawl from Christchurch to Dunedin (approximately 360kms or about a 4.5-5 hour drive), driving cars worth under $500 (£250). Previous news coverage had highlighted ‘mobs’, ‘rioting’ and ‘arrests’ in the city, for days after the arrival of the Undie 500 – which led to it being axed.

*Research question*: How are university students and the events surrounding the Undie 500 depicted in reader commentaries?

**Dataset code labels and extracts**

NB: no changes or corrections to the text have been made; the commenter’s name and location is noted as listed.

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| ***Code label*** | ***Data excerpts*** | ***Code type?*** |
| The students are spoilt and immature | “Why should a policemans work day be about controlling spoiled little uni students who can't hold their booze.” (*Rose, Glenfield)*“These 'poor little darlings' are simply pathetic examples of un self-controlled children. they come off as Immature and spoilt brats. that is nOT what I want NZ to remembered for.” *(Lillibet, Manukau City)*“Welcome to the adult world you spoilt little brats, consequences are a bitch” *(Rewi, Glenview)* |  |
| The students *deserve* to be punished | “This is simple. If people break the law, arrest them, charge them, and convict them.” *(Raymond, Wanganui)*“these people that are breaking the law should be convicted and arrested. They are crims” *(Ryan, Bahamas)*“Im as liberal as the next, but if you riot, you get the squad. Simple.” *(Bill Jenkins, Fernhill, Queenstown)* |  |
| An ‘othering’ of (Otago) students (privilege, bad behaviour) | “Maybe next time we should book Slipknot or Marilyn Manson into the Dunedin townhall, at taxpayers expense of course so the deliteful little darlings won't get bored until its beddytime.” *(Fatboy, Fairdown)*“Jeez Wayne!You drivelling, snivelling, spoilt little wankers! You cannot defend the drunken riotous behaviour of these over-sized sandpit rugrats!” *(Barnaby, Queensland)*“Stupidity and organised violence should not be tolerated now matter how rich and powerful someones daddy is!” *(Boyd Broughton, Auckland Central)*“I went to Auckland for university and personally I believe this mayhem wouldn't happen had it been Auckland University. Canterbury and more so Otago seem to have that hard-partying student culture, sometimes getting out of control, that far outstrips Auckland.” *(Joel, Christchurch)*“Would you allow such vermin to hire your premises?” *(Rossnz, Hamilton)*“Do them in the Courts and don't be lenient - it will only be when it affects them that we will get somewhere and if Mummy & Daddy don't like it - tough! Why are these kids ruling the streets” *(Fletch, Northland)* |  |
| The ‘Undie500’ is an *inherently* good event (put at risk by misbehaviour or no-fun ‘wowsers’) | “No do not ban it get together police and student bodies and work it out. It can and should be a fun thing. We were all young once: embrace it and make it good.” *(Kevin Menzies, Balmoral)*“No it should not be banned. Once again the PC brigade wants to punish everyone because a few got it wrong.Punish the ones that got arrested. Simple really!It's a little like Mardi Gras here in New Orleans. Many people get too drunk to remember quite what they are doing but most people behave according to the rules. They don't cancel the entire Mardi Gras celebratiosn because of a few idiots. They punish those that disobeyed the laws. Maybe we should try that back home. People are allowed to enjoy themselves, I have no problem with them having alcholol if used sensibly!” *(Karen Hawxhurst, United States of America)*“Apart from happening at the same time, has there actually been any proof to show that it is the same people who participated in the undie 500 that participated or instigated the riots? I havn't read one article that has proved this. I also cannot see any way the rally can be banned, the rally itself isn't illegal, the riots are, therefore they should come down hard on the people who caused and participated the riots.” *(CharlieBrown, Papamoa)* |  |
| Double standards in police treatment | “Would you still think this kind of behaviour was acceptable, if the location was say. South Auckland, and the students were say. all Polynesians? would you still be saying it was just harmless fun the police over reacted to?” *(wat the ??!, Northland)*“Had those teenagers been in South Auckland you can bet the response would have been a lot swifter and tougher.” *(Rose, Glenfield)*“Come on if it was Maori youth in a small town playing up like this, they'd have their arses in jail so quick & their future ruined even quicker! *(luvmydog, Waikato/King Country)*“If these brats were bikies, or gang members, they'd be in the slammer in no time quick.” *(Barnaby, Queensland)* |  |
| This isn’t a *real* riot | “Rioters? Give me a break, go to Paris and see a real riot these people are nothing but educated attention seekers who fly off to mummy and daddy's bach during semester, name and shame I say you'll probable find that they have double barreled hyphenated surnames and were breast fed by their nannies or the family Labrador.” *(Jock, Titirangi)*“Their rehabilitating punishment should be that they have to go to a Milwall game wearing a West Ham jersey. Let them see what a real riot looks like and throw them in the middle of it. See if they ever try and cause any trouble again after that.” *(Filthridden, Takapuna)*“Well that sums up the cause of the "riot" if there ever was one. What was the police's mission? At what point did the street party constitute disordery conduct? Before or after the students "got in the way".” *(evil man, United Kingdom)* |  |