Dataset on Zarqawi’s rhetoric between 2003-2006

Codebook

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Data originally extracted in January 2019

**The Data:**

1. The first set of data is a file containing the NVivo analysis of 37 Zarqawi speeches. These statements were analysed with the help of Social Identity Theory and Integrated Threat Theory. Such analysis divided the aforementioned theories into their basic theoretical elements: statements were studied while coding for different mentions of out-groups and threats.
2. The second set is an Excel sheet outlining the results of the coding process which highlight the results of the research and can be used to reproduce the graphs included in the paper.

**Coding Categories:**

1. Out-Groups are Shias (Rawafid), Local Regimes, The West-Christains-Jews, and Kurds
2. Threats are divided into symbolic and realistic ones.

**General Coding Rules:**

1. Looking for threats in the text means threats that are directed towards the group as a collective and are necessarily posed by another group. This group must be current and relevant; threats mentioned in way of lecturing religious sermons are not coded.
2. Coding only happens once a page for each node; a sampling process.
3. Coding must be self-explanatory in the text, or at least easily obvious in the context. A conservative approach is implemented so that an external reviewer can see the legitimacy of the code without being an expert on the topic. The text is the only source of information.
4. If the people mentioned to have been killed are Jihadists, then the threat is coded if it’s in the context of drawing attention to an existing threat or conflict.
5. Threats need to be external and posed by an out-group, I.e. mentions of threat as a result of people not following true Islam are NOT coded.
6. Threats coming from God, whether a test or a punishment, are NOT coded.
7. Realistic Threats taking place as a result of jihadist operations are NOT coded. For example, Zarqawi talks about Muslims being killed in his operations.
8. Out-groups (enemies) are coded if they come in the context of posing threat, otherwise they are NOT coded. For example, Zarqawi mentioning an Islamic scholar who replied to the former’s statement on the withdrawal of Italian troops. For an out-group to be coded as an enemy it must be directly,or clearly implied, accused of posing a threat.
9. Symbolic threat also needs to be imposed by an out-group. For example, mentions of loss of morals, or a weakening of religious commitment that are happening with the development of time, as a result of globalisation, or for any reason that is NOT caused by an out-group.
10. Threats must be current. However, out-groups in the latter might be coded as enemies if seen to make direct comparison to the current situation. For example, mentions of Shias betraying Islam in the past. Abstract mentions of threats in way of religious preaching are NOT coded. Past threats ARE CODED ONLY if they come in the context of the present threat. For example, Zarqawi using the past in order to invoke the threat Shias pose.