Application 1:
UK and Irish election manifestos

Party	Liberal Democrats	Labour	Conservative	Mean Absolute Difference
1992 reference texts				
A priori positions	**8.21**	**5.35**	**17.21**	
S.E (n = 34)	*0.425*	*0.377*	*0.396*	
Estimates				
1997 transformed virgin text scores	**5.00**	**9.17**	**17.18**	
S.E.	0.363	0.351	0.325	
1997 expert survey	**5.77**	**10.30**	**15.05**	
S.E (*n* =117)	0.234	0.229	0.227	
1997 standardized comparison scores				
Word scores	-0.88	-0.21	1.09	**0.13**
Expert survey	-0.99	-0.02	1.01	**--**
Hand coded content analysis	-0.83	-0.28	1.11	**0.17**
Dictionary based computer coding	-1.08	0.18	0.90	**0.13**

Application 1:
UK and Irish election manifestos

Party	Liberal Democrats	Labour	Conservative
Raw data			
1992 reference texts			
Length in words	17,077	11,208	28,391
No. of unique words	2,911	2,292	3,786
1997 virgin texts			
Raw mean word scores (*Svd*)	10.2181	10.3954	10.7361
S.E.	0.015	0.015	0.014
Length in words	13,709	17,237	20,442
Unique words scored	1,915	2,211	2,279
% words scored	94.9	96.2	95.5
Unique unscorable words	423	697	714
Mean frequency of unscorable words	1.23	1.26	1.29

Application 2:
German election manifestos

| Party	1990 PDS	1994 PDS	1994 Green	1994 SDP	1994 CDU	1994 FDP
Economic Policy Dimension						
1990 reference texts						
Economic Policy						
A priori positions (1991 expert	--	--	**5.21**	**6.53**	**13.53**	**15.68**
S.E. (*n*=19)	--	--	0.652	0.436	0.544	0.613
1994 transformed economic policy virgin text scores	**4.19**	**3.98**	**7.47**	**10.70**	**13.67**	**17.15**
S.E.	0.436	0.511	0.259	0.365	0.391	0.22
Social Policy Dimension						
A priori positions (1991 expert	--	--	**2.90**	**6.68**	**14.42**	**6.84**
S.E. (*n*=19)	--	--	0.908	0.856	0.537	0.603
1994 transformed social policy virgin text scores		**1.93**	**4.09**	**11.07**	**13.65**	**8.12**
S.E.	0.306	0.421	0.221	0.325	0.368	0.182

Applications 1 and 2: Manifesto Summary

(a) Economic Scale
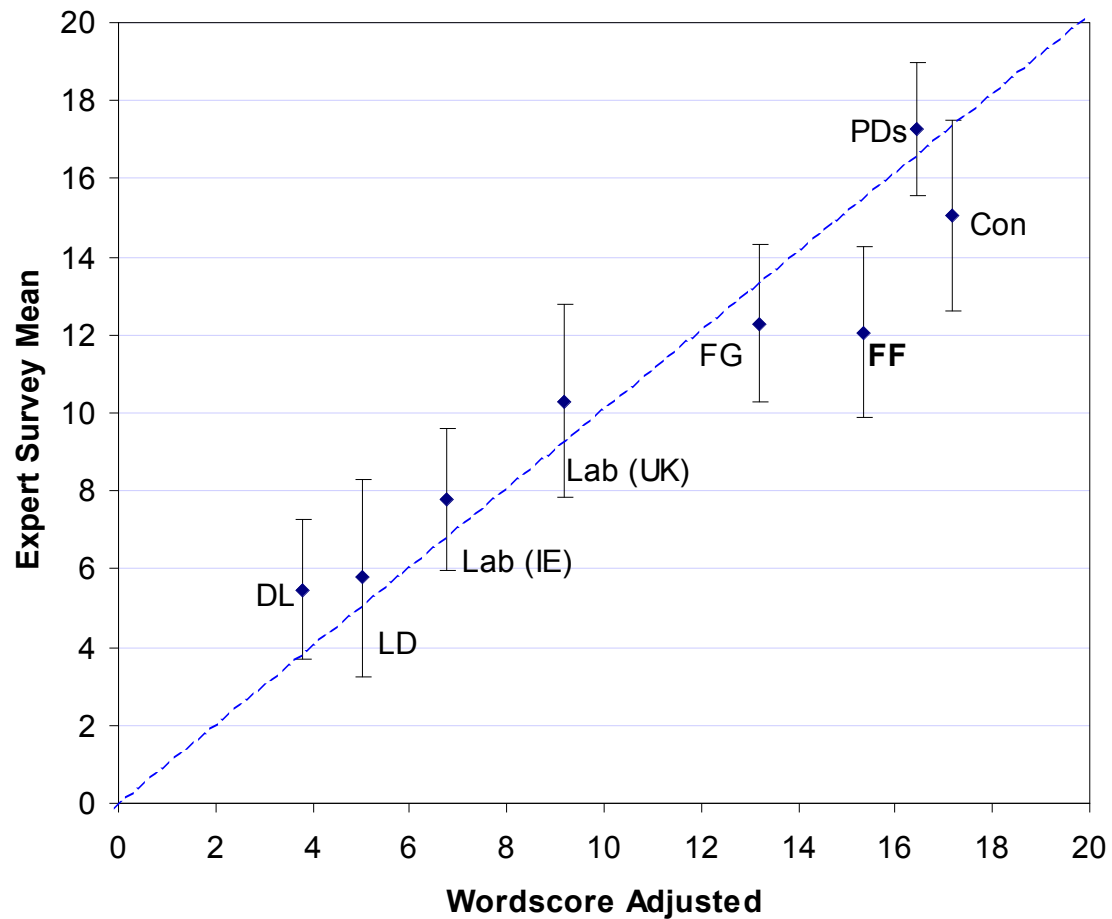
Applications 1 and 2: Manifesto Summary

(b) Social Scale
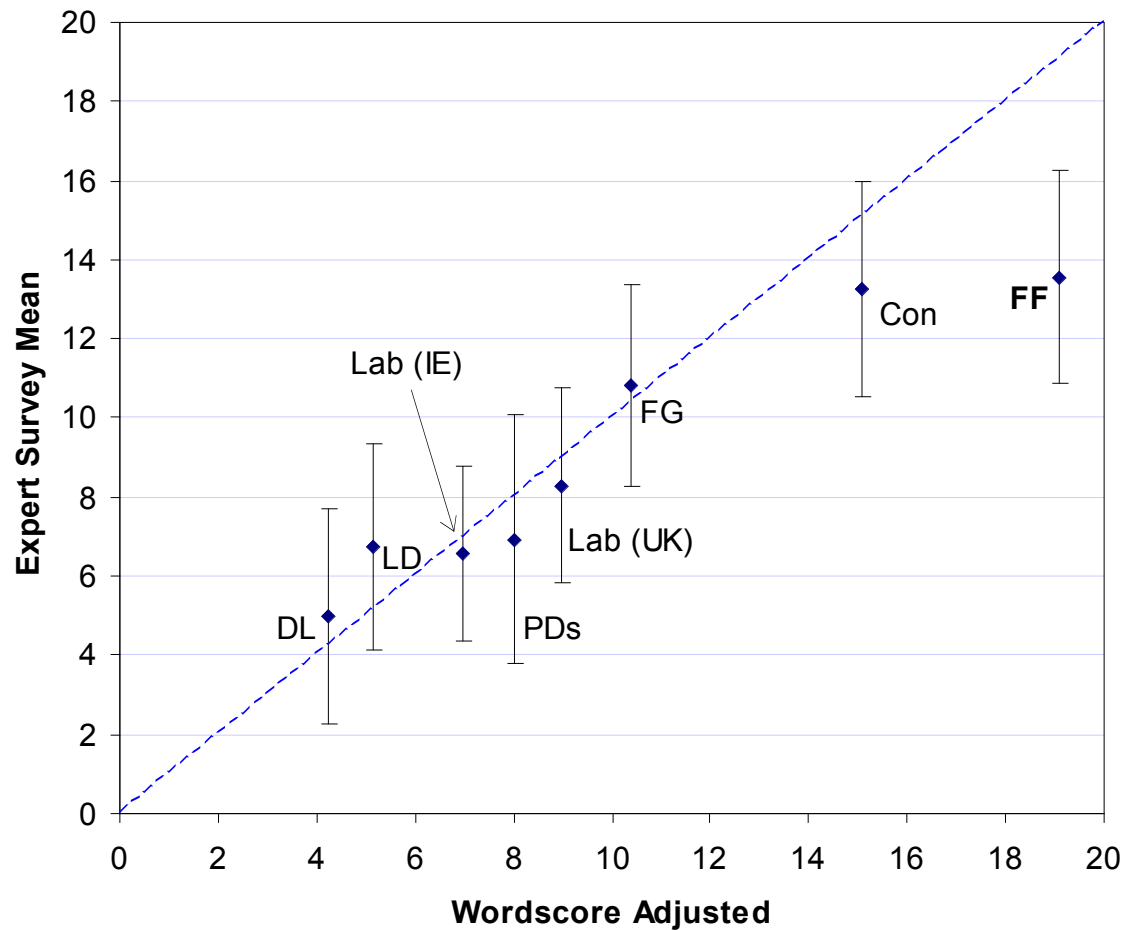
Application 3:
# Irish Daíl speeches

- Daíl Confidence debate 1991

- Haughey speech (6,771 words) given reference score of +1.0

- Opposition leader speeches coded -1.0: Bruton (FG, 4,375 words) and de Rossa (DL, 6,226 words)

- Words scored from these 3 speeches used to score virgin texts from 62 different speakers, mean speech length 2,368 words

Group	N	Raw Mean	Raw SD	Standard-ized Mean	Standard-ized SD
FF Ministers	12	-0.2571	0.0383	1.15	0.66
PD Minister	1	-0.2947	--	0.50	--
FF	10	-0.2999	0.0721	0.41	1.24
Independent	1	-0.3360	--	-0.21	--
Greens	1	-0.3488	--	-0.43	--
WP	2	-0.3501	0.0423	-0.46	0.73
FG	21	-0.3580	0.0306	-0.59	0.53
Labour	7	-0.3599	0.0220	-0.62	0.38

Application 4: Scoring legislative speeches in no-confidence debate (Irish legislature)

Group	N	Median Total Words	Median Unique Words	Raw Mean	Raw SD	Standard-ized Mean	Standard-ized SD
Reference Texts							
FF Prime Minister Haughey	1	6,711	1,617	1.0000	--	--	--
FG Opposition Leader Bruton	1	4,375	1,181	-1.0000	--	--	--
DL Leader de Rossa	1	6,226	1,536	-1.0000	--	--	--
Virgin Texts							
FF Ministers	12	3,851	727	-0.2571	0.0383	1.15	0.66
PD Minister	1	2,818	593	-0.2947	--	0.50	--
FF	10	1,553	397	-0.2999	0.0721	0.41	1.24
Independent	1	3,314	582	-0.3360	--	-0.21	--
Greens	1	1,445	415	-0.3488	--	-0.43	--
WP	2	2,001	455	-0.3501	0.0423	-0.46	0.73
FG	21	1,611	394	-0.3580	0.0306	-0.59	0.53
Labour	7	2,224	475	-0.3599	0.0220	-0.62	0.38

Example: Scoring legislative speeches in no-confidence debate (Irish legislature)
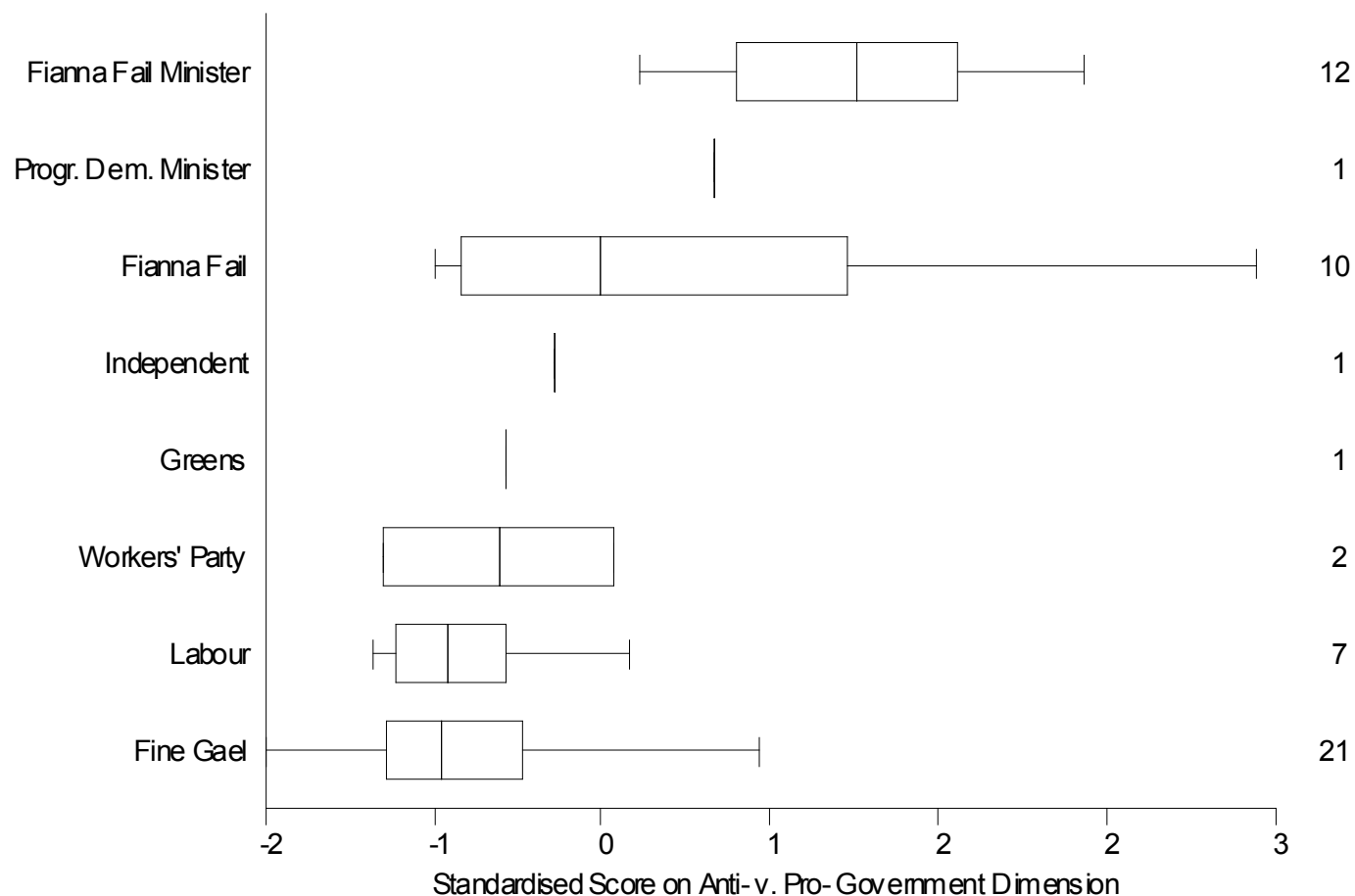
Figure 3. Box plot of standardised scores of speakers in 1991 confidence debate on "pro- versus anti- government" dimension, by category of legislator. Figures on the right indicate the number of legislators in each category.
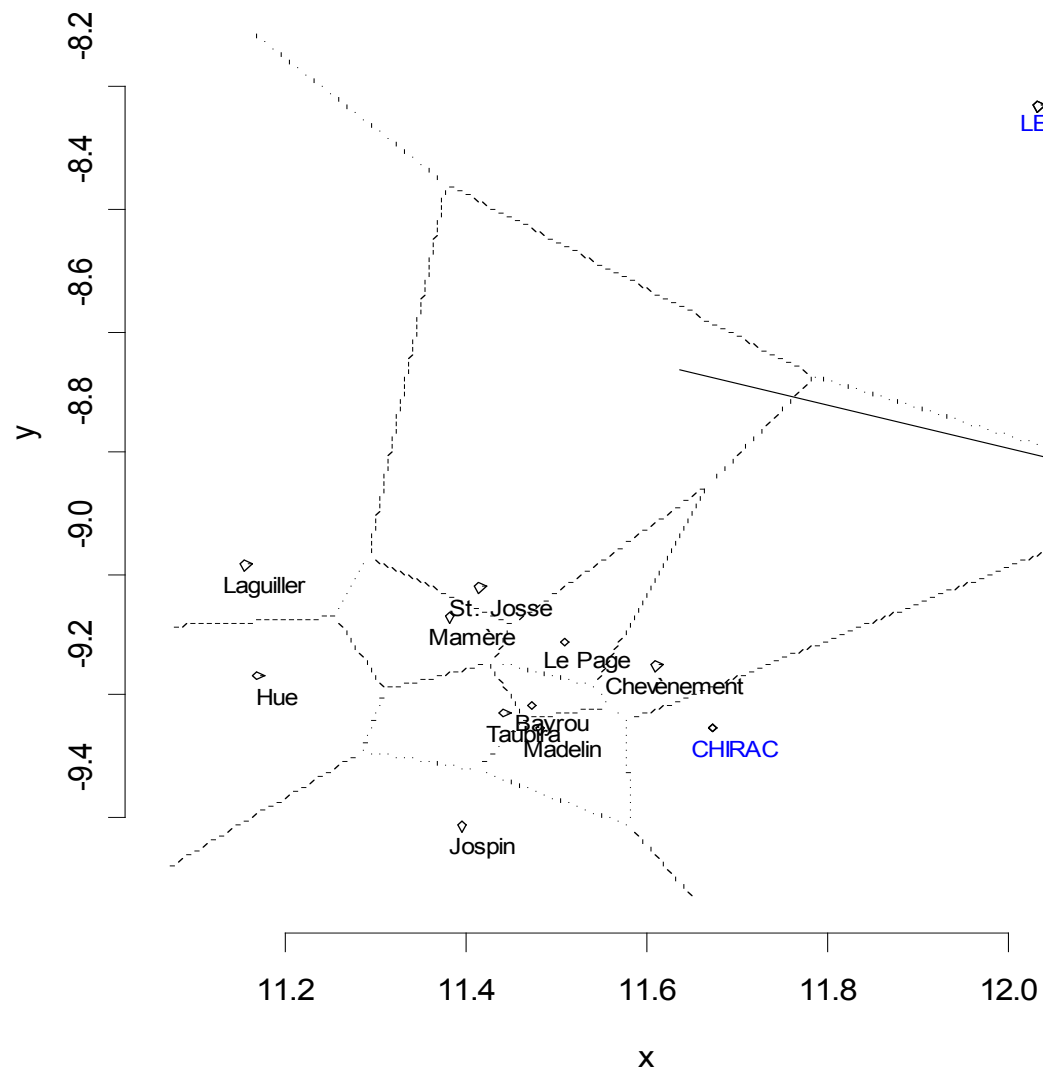
Application 3:
Irish Daíl speeches

(Box width proportional to number of speakers)
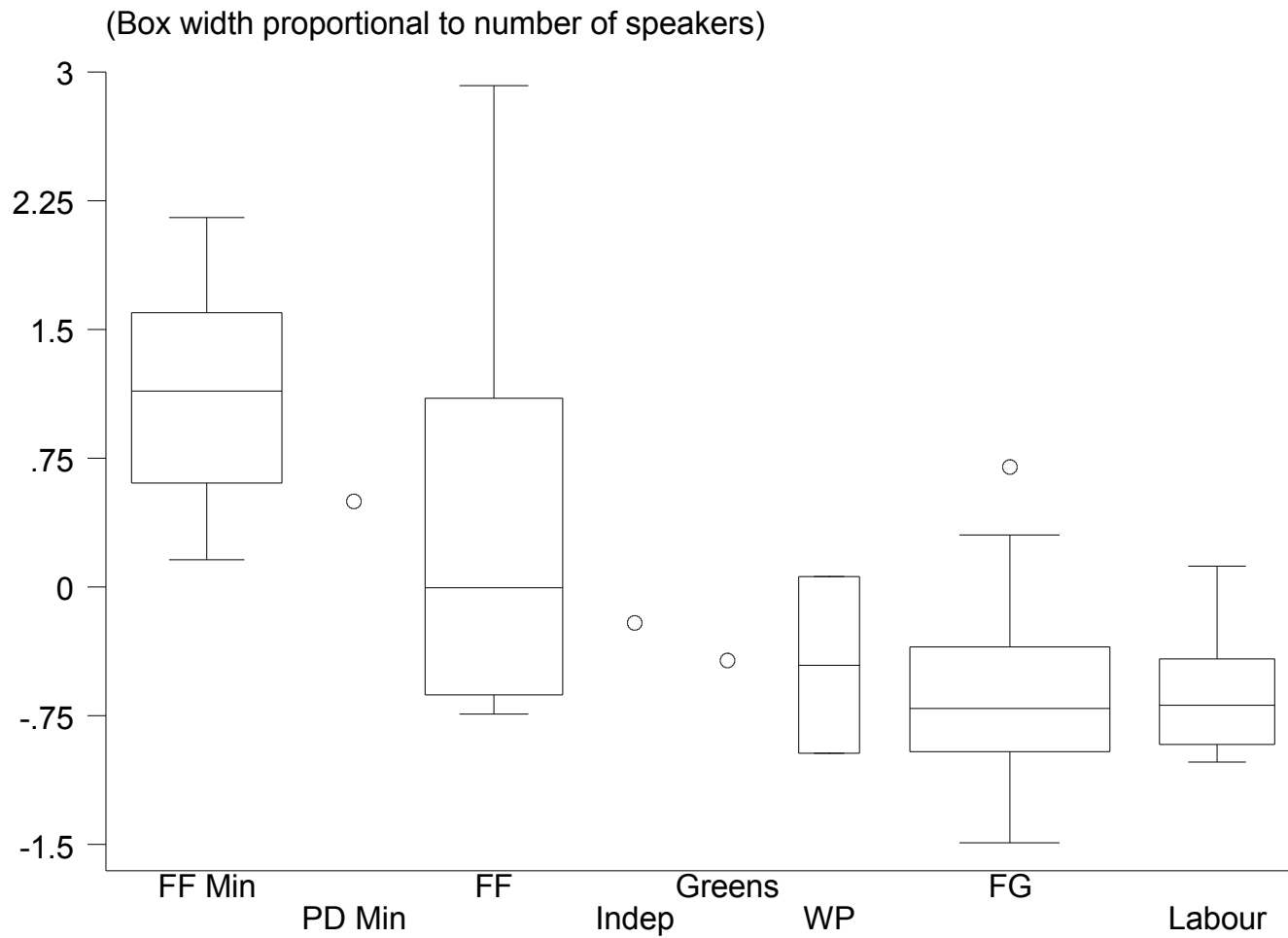
Applications 4
French presidential & party addresses 2002

Applications 5
Italian ministers / junior ministers

- Score Italian ministers' / junior ministers' legislative speeches over a year

  - Using party leaders' investiture speeches as reference texts

  - And expert surveys to estimate the positions of these

  - Can estimate relative positions of all individual members of the government.

  - To test hypotheses about junior ministers, and whether portfolio allocation makes a difference.

Applications 5
Italian ministers / junior ministers

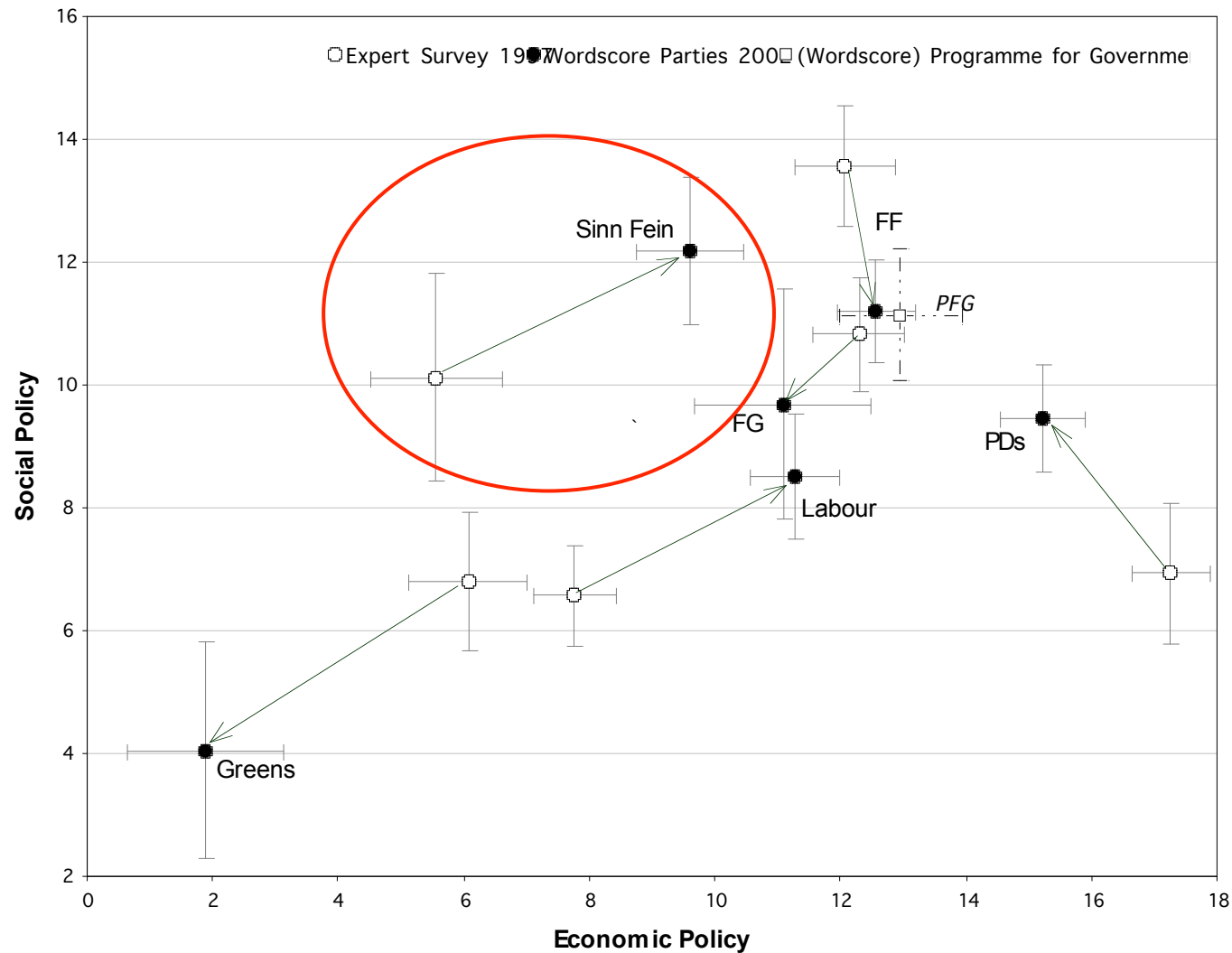|	Minister to right of coalition	Minister to left of coalition
Junior minister to right of minister	Agriculture Public administration	Employment Transport Finance Culture Public works Health Interior
Junior minister to left of minister	Defence Treasury Justice Foreign policy Posts Foreign trade	Education

Applications 5
Italian ministers / junior ministers
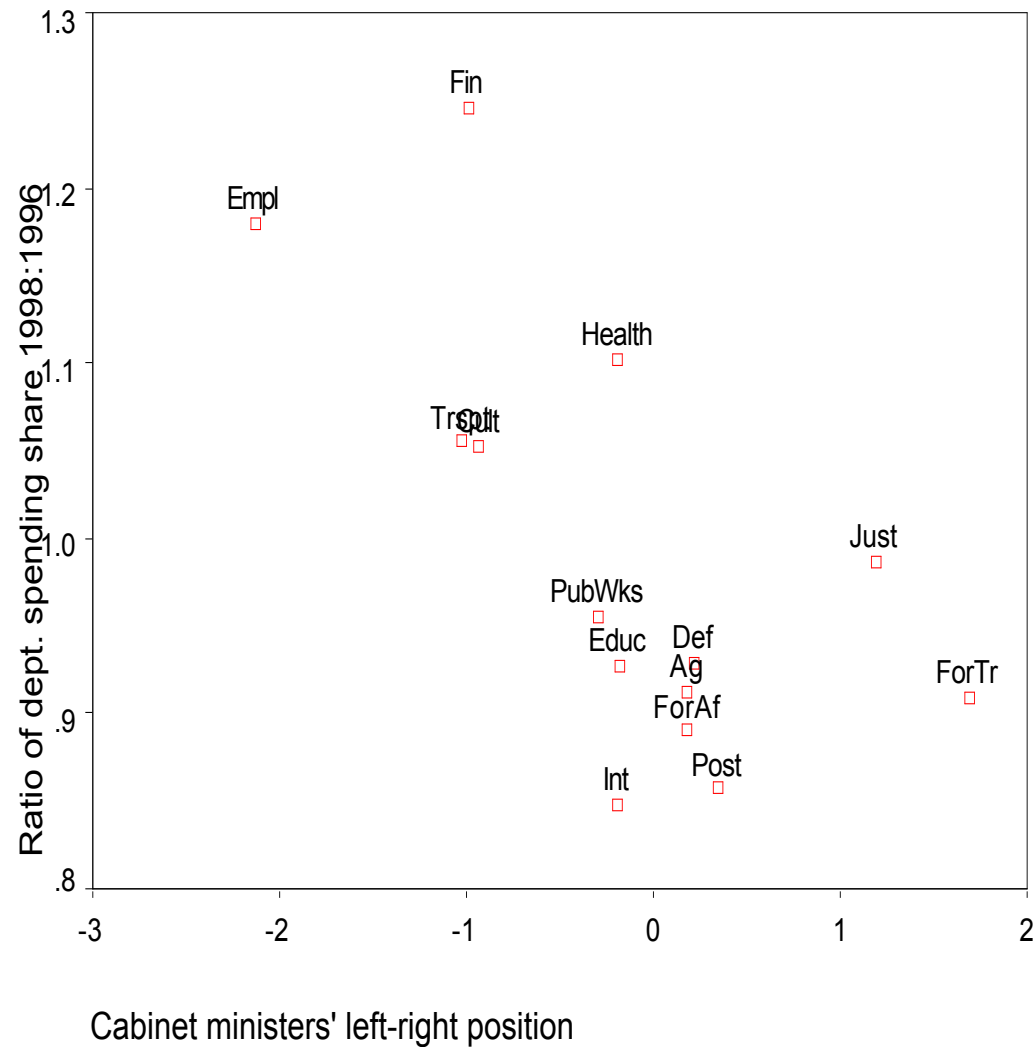
Application 6:
Irish 2002 Manifestos

- Reference scores are 1997 expert surveys

- During the 2002 election campaign, I downloaded each manifesto the day it became available, converted it to text, and scored it on 4 dimensions, getting immediate results

- Once the FF-PD coalition had issued its Programme for Government, I scored that too

Application 6:
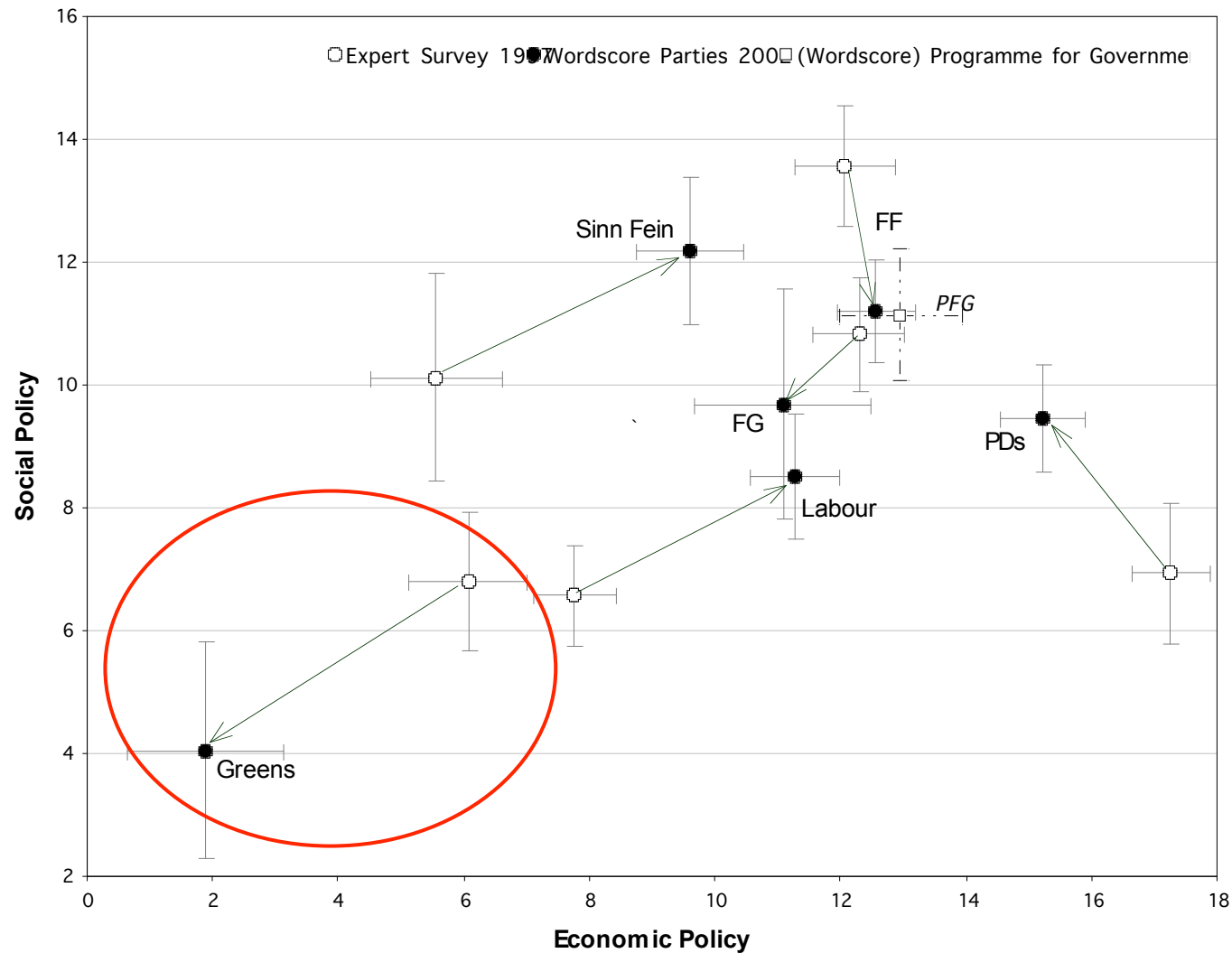# Irish 2002 Manifestos

Application 4:
Irish 2002 Manifestos

Application 4:
Irish 2002 Manifestos

Economic and Social Results

- SF to center

- **Greens to Left**

- Labour and FG move together towards center
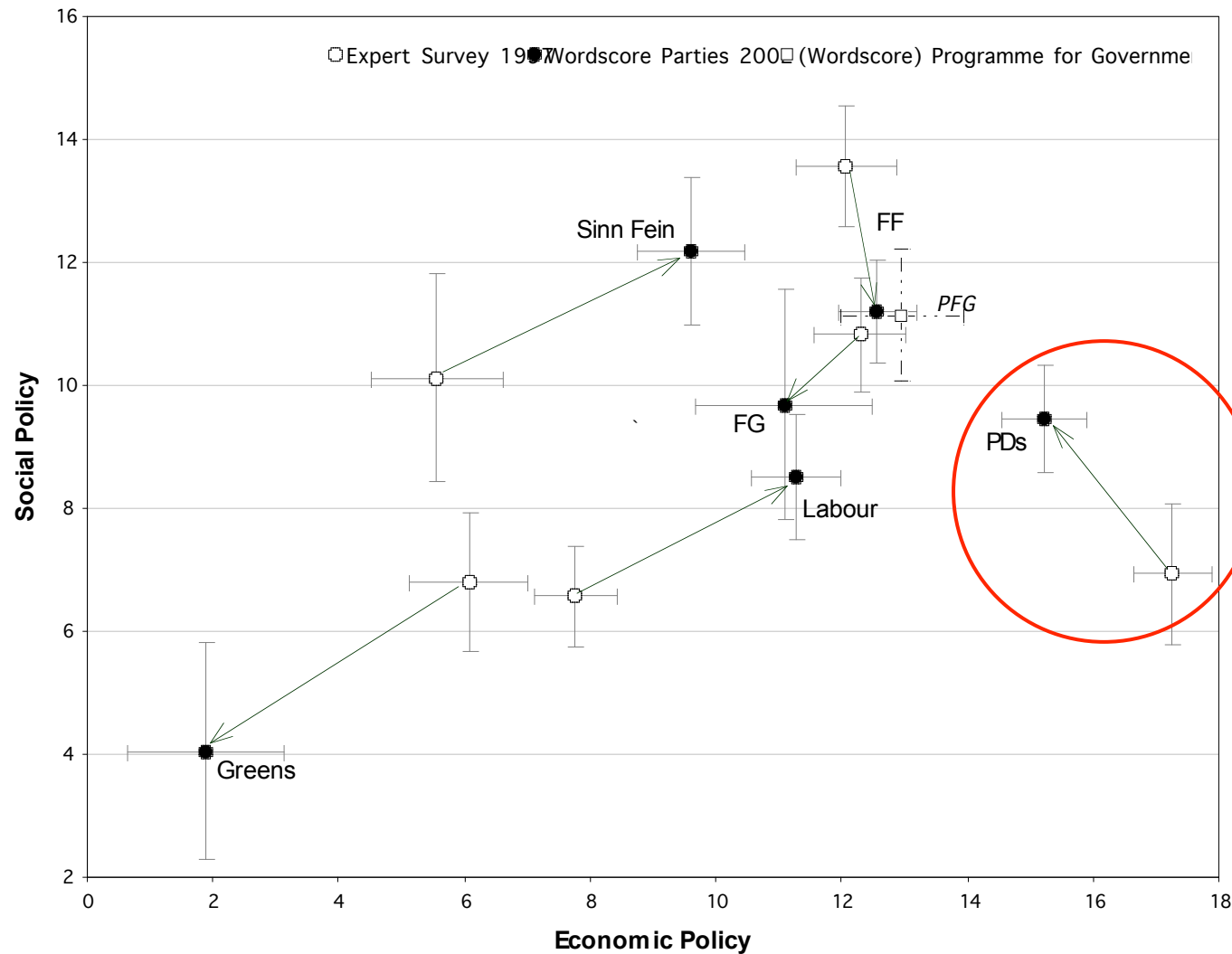
- PDS to center

- PFG between FF and PDs

Application 4:
Irish 2002 Manifestos

Economic and Social Results

- SF to center

- Greens to Left

- **Labour and FG move together towards center**
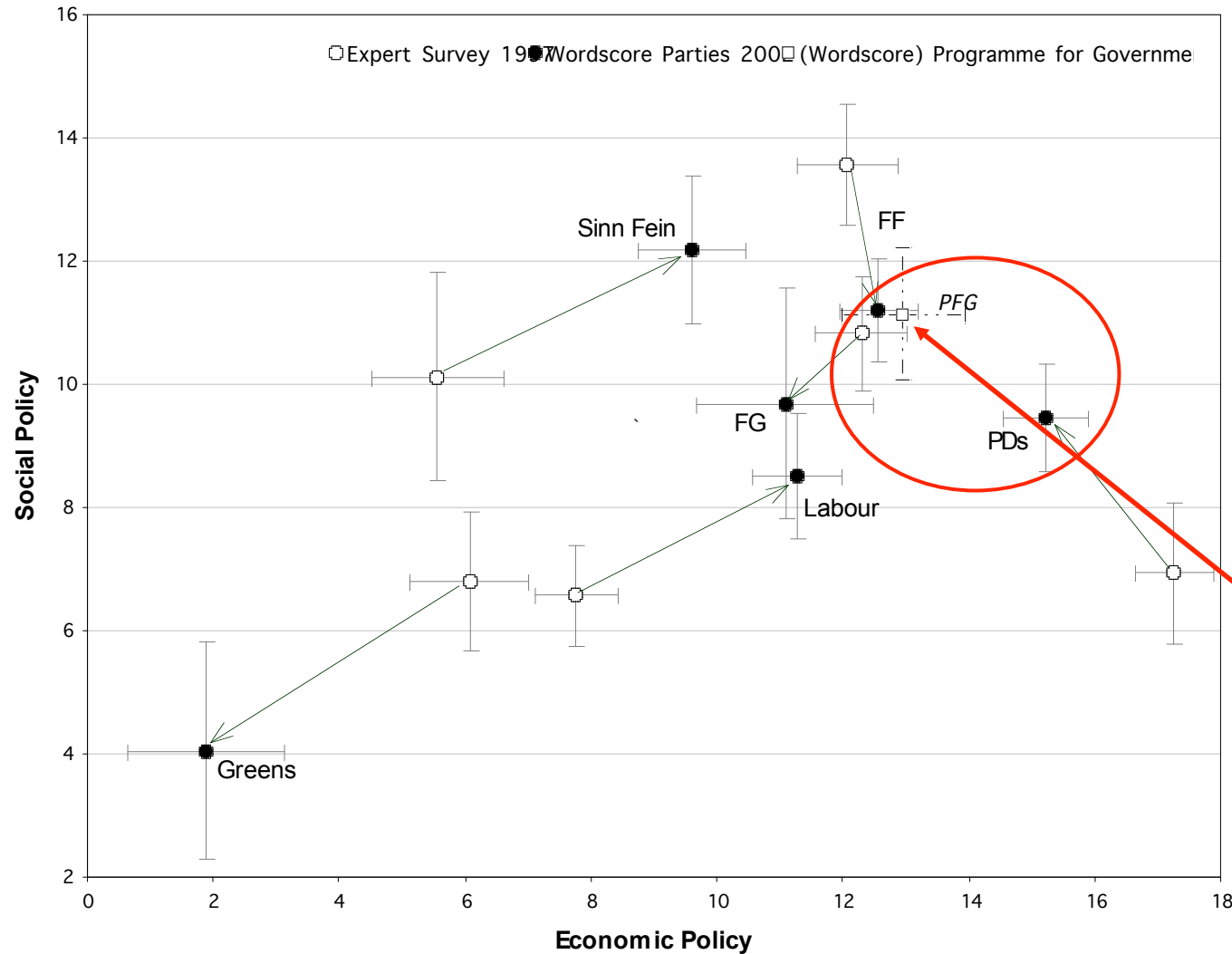
- PDS to center

- PFG between FF and PDs

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Application 4:
Irish 2002 Manifestos

Economic and Social Results

- SF to center

- Greens to Left

- Labour and FG move together towards center

- **PDS to center**

- PFG between FF and PDs

Application 4:
Irish 2002 Manifestos