Universiteit Utrecht

Description of Prime Minister Ardern in the Newspaper

Does pregnancy have an influence on how prime minister Jacinda Ardern is presented in a newspaper?

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Master Thesis Intercultural Communication

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Word Count: 9605

Date: 26.04.2021

Abstract

New Zealand's prime minister Jacinda Ardern was the second elected female prime minister in the world to give birth while being in office. In political leadership positions, masculinity is still the unspoken norm. This can also be seen from how female political leaders are described in the media. The aim of this thesis was to investigate whether descriptions of prime minister Ardern in newspaper articles, changed during her pregnancy thus showing if her pregnancy had an influence on the image that the media had about her. This research was a combination of both quantitative and qualitative content analysis of newspaper articles from the newspaper *The New Zealand Herald*. The quantitative content analysis was completed with help of the program WordStat 8 and the qualitative content analysis consisted of close reading. Hereby showing the frequency and context of selected words and phrases related to Ardern in newspaper articles in different time frames. The results showed that after the announcement of the pregnancy, the distinction between private sphere and work sphere disappeared. After prime minister Ardern gave birth to her child, there was an even stronger focus on her private life. The husband was more frequently mentioned and words stereotypically linked to being female increased. Furthermore this study identified a decrease in words and phrases related to her work as a prime minister. Therefore a difference in the description of Ardern was found; after the announcement of the pregnancy news articles became more gendered.

Keywords: Jacinda Ardern, pregnancy, female political leadership, news description, newspaper, gender

(word count: 242)

Content

1. Introduction

In political leadership positions, masculinity is still the unspoken norm. The worldwide average percentage of women in the national parliament is only 16 percent. If one looks at heads of government (prime minister or president), only 13 out of 190 countries have a female leader. Additionally there are only two countries in the world, women make up 50 percent of the national legislature (Paxton & Hughes, 2017). This inequality can also be seen in the media, where women in leadership positions are often portrayed within masculine-coded terms (Beck, 2019). According to Beck (2019), women with top positions in the political field are represented as the other gender by news media. Furthermore, "skills and attributes that are associated with and valued in the public sphere, such as soberness, objectivity and reason, are considered masculine, while those that are linked to the private sphere, such as empathy, care, and emotion, are seen as feminine" (Beck, 2019, p. 263). This creates a conflict; women can either be 'true' political leaders or 'real' women, but they cannot be both at the same time (Beck, 2019). This is recognized by Baker (2014) who argues that women who model their characteristics after male patterns, achieve higher leadership positions. However, femininity is still expected of women leaders. For example, if women show too many so-called male traits like decisiveness, toughness and assertiveness, it is not well received by their peers, but if they do not show enough of these traits, they are seen as unsuitable for leadership positions (Baker, 2014).

This double standard can also be seen in an interview with then member of parliament Jacinda Ardern, in the newspaper *New Zealand Herald* in 2016. In this interview Jacinda Ardern notes that "Comments about her looks lead to questions of political credibility, which [she finds] frustrating."(Gilbert, 2016). Furthermore according to the interview, she thinks:

> [T]he next leader won't be her. She doesn't want to work the ridiculous hours, she doesn't want the acute spotlight of media scrutiny and having recently moved in with her partner, Auckland media personality Clarke Gayford, she wants to have kids. She can have these things as an member of parliament but not as the leader of a party. Sure as heck not as prime minister. (Gilbert, 2016).

However, opinions can change over time. According to *BBC News* (2018), on 26 October 2017, Jacinda Ardern was sworn in as prime minister of New Zealand and on 21 June, 2018, she would become the second elected female prime minister in the world to give birth to a baby while being in office. Her pregnancy showed the world that even in the highest leadership positions, a woman can work and have a baby at the same time, hereby countering the thoroughly rooted gender-role expectation that women are caregivers and men are breadwinners.

Description of Prime Minister Ardern in the Newspaper

Although there are numerous studies on media representations of female leadership, very few relate to actual political situations (Beck, 2019). Additionally, existing research has often focused on women in general, with titles including generic words such as gender, religion, politics and society. These studies are often country specific. Examples are; Ireland (Sales, 1997), America (Tolleson-Rinehart & Josephson., 2005), France (Allwood & Wadia, 2000; McMillan, 2002), Morocco (Skalli, 2011) and Uganda (Tripp, 2000). However, the existing research does not often focus on a specific female politician, perhaps because of the scarcity of female leaders. The research that does exist about the female prime minister Jacinda Ardern is frequently related to the Covid-19 pandemic (Johnson & Williams, 2020; McGuire et al., 2020; Wilson, 2020; Mazey & Richardson, 2020; Panayiotou, 2020). Another frequent research topic is her way of communicating on social media (Cardo, 2020; Crosby, 2015; Fountaine, 2017). To date no research has focused on how newspapers described the pregnancy of prime minister Jacinda Ardern. This study aims to fill the existing research gap.

This research is relevant for intercultural communication since it will help understand the effect of gender on communication in two domains; in politics and in the media. According to Beerkens et al., (2020), culture can be seen in three views. For this thesis only one view, a interactionist or dynamic view is chosen. In this view, through communication, cultures are shaped. Cultures are constructed in discourse which makes them adaptable and ever changing. The same goes for gender characteristics, which is a cultural creation formed by socialisation, and passed on from each generation to the next through communication (Paxton & Hughes, 2017). Paxton & Hughes (2017) describe gender as "socially constructed differences between men and women"(p.24). This differs from the word sex, which refers to the biological differences between men and women. Gender can be seen as a spectrum and is something that can change and is not fixed (Monro, 2005). How gender is expressed can vary per culture, country and language. However, it needs to be addressed that the role gender plays is not limited to a specific culture, country or language (Baker, 2014). Often, gender is interpreted in a binary way by society; one can be feminine or masculine. However, there are an abundance of ways in which one can identify (Monro, 2005). According to Matsumoto (2001), "what is considered masculine and feminine may be culturally variable, however a possible cultural universal is that to some degree, every society assigns traits and tasks on the basis of gender."(p. 208). Analysing how prime minister Jacinda Ardern was presented in the media and if this changed during her pregnancy, could help to break down stereotypes around gender and around female political leadership, thereby paving the way to increase female political leadership in the future.

The aim of this thesis is to investigate whether the descriptions of prime minister Jacinda Ardern in newspaper articles changed during her pregnancy, thus showing if her pregnancy had an influence on the image that the media had about her. The research will analyse the frequency of words and phrases

related to Jacinda Ardern in the newspaper The *New Zealand Herald* in different time frames, namely before, during and after her pregnancy, thereby revealing the image that is present in the newspaper of Ardern. This leads to the following research question:

To what extent did the description of prime minister Jacinda Ardern change in news articles in the newspaper *The New Zealand Herald* before the announcement of her pregnancy, during and after her pregnancy in 2018?

To decide if the description of Ardern did change during her pregnancy, a corpus of news articles was made in Nexis Uni with the keywords *Jacinda Ardern* and *housing* to create a tertium comperationis (ten Thije, 2020). This topic was chosen since the housing issue is a reoccurring theme in the news in New Zealand (Curtin & Greaves, 2020). The corpus consists of news articles from three non-consecutive weeks in *The New Zealand Herald,* one week before, one week during and one week after Ardern's pregnancy. This newspaper was chosen for the analysis because it has the largest newspaper circulation of all newspapers in New Zealand, more than the next two biggest daily papers combined (*New Zealand Herald*, 2014). Additionally, the *New Zealand Herald* has the highest readership of New Zealand with 17,6% in 2011 (Chetty et al., 2015). It must be mentioned that newspapers in New Zealand are generally not open about their political views and they mostly focus on the readers in the region where they are distributed, which for the *New Zealand Herald* is the area in and around Auckland (Chetty et al., 2015).

After the collection of a corpus, a mixed method analysis was used with a quantitative content analysis as well as qualitative content analysis. The program used for quantitative content analysis was the text mining software WordStat 8 . The qualitative content analysis consisted of close reading of the corpora.

This thesis presents six chapters. The first chapter is the introduction. The second chapter is a theoretical framework and consists of theory and the main research question and the sub questions. The next chapter explains the chosen method. The fourth chapter consists of the results and discussion and will be divided in three sub-chapters: words, phrases and close reading. The discussion is integrated in the close reading part. Finally, in chapter five, there is a conclusion, which answers the research question and discusses the limitations and suggestions for future research.

2. Theoretical Framework

In terms of the number of women in politics, New Zealand is quite a progressive nation. In 1893, New Zealand became the first country in the world in which women gained suffrage (Ramirez et al., 1997). In 1996, a proportional electoral system on women's representation was introduced and led to an increase in the number of women in parliament (Drage, 2018). From 1933 to 9 November, 2020, 175 women made their way into the New Zealand Parliament, of which 130 between 1996 and 2020 (*Women Members of the New Zealand Parliament, 1933 Onwards*, 2020). Furthermore, New Zealand had already seen two female prime ministers before Ardern: Jenny Shipley from 1997-1999 and Helen Clarke from 1999-2008 (Ford, 2018). In October 2017, Jacinda Ardern was elected and became the third female prime minister of New Zealand.

However, despite these achievements, full equality has not yet been achieved (Bolzendahl & Coffé, 2019). Most of the elected representatives are still upper-class males belonging to the dominant cultural and ethnic groups. An example of this can be seen in the New Zealand parliament, which in March 2018 consisted of 120 members of whom 38 percent were women (*Record Number of Women MPs in New Zealand Parliament*, 2018). Although this is the highest number of women in parliament in the history of New Zealand, it still is not equal to the number of men in parliament. This shows that even with a proportional election system, the outcome can be disproportional.

2.1 Media Coverage

This lack of equality can also be seen in worldwide media coverage, where a masculine vision is still the norm and differs in media content from female political leaders (Ette, 2017). For example, in conventional news frames the male is seen as normative and perceived masculine traits like, being strong and tough is favoured in news reports (Gidengil & Everitt, 2003). Female politicians are often portrayed as novelties and their exceptionalism is often emphasised in the news (Gidengil & Everitt, 2003; Trimble et al., 2021). It is important to look at news media, "as they exercise considerable influence in the construction of public understanding of political issues through their power to mediate societal discourses"(Ette, 2017, p. 1481). Furthermore, Ette (2017) argues that the way in which news media report about female political leaders can affect the democratic process, influence voters' views and show dominant social values and stereotypes that exist in the media about female political leaders. Public perception can be shaped and influenced by news media and is therefore very powerful.

In contrast to male political candidates, media coverage of female politicians focuses more on their appearance and body, their family, their romantic life and their personality (Kittilson & Fridkin, 2008). According to Johnson and Williams (2020) female political leaders tend to receive more gender-based and more personal critical media coverage than their male peers. An example can be seen in the television news coverage of female political party leaders in Canadian elections in 1993 and in 1997

(Gidengil & Everitt, 2003). The speeches of female leaders were more often labelled by the media as aggressive and negative in comparison to their male counterparts. Female leaders were more frequently portrayed as attacking than their behaviour in the debates actually showed. Research shows a powerful speech style of women was rated as more aggressive than of men acting similarly (Gidengil & Everitt, 2003). Personal coverage in the media tends to increase if women are the first of their kind in specific leadership positions (Curtin & Greaves, 2020). For example, journalists emphasize the exceptional female pioneer status and focus on getting intimate details about her private life (Trimble et al., 2021). However, if more women gain the same leadership positions and the specific leadership role becomes more conventional for women, the novelty of women might decline, leading to news about them becoming less focused on gender and appearances (Trimble et al., 2021).

Another frequently occurring topic in media coverage is the focus on the offspring of female leaders and how they act as a parent (Curtin & Greaves, 2020). This is also recognized by Trimble et al. (2021), who claims that an extensive description is given of women's parenting roles while a passing reference is made to the offspring of men in newspapers. This focus on parenthood was also the case when Ardern became a leader. In interviews she was often asked about her views on having a family (Curtin & Greaves, 2020). Additionally, the media often mentioned her age. She was considered young, as she was 37 when campaigning, and therefore her experience and leadership abilities were questioned. This is in line with earlier research which shows that news media are more regularly depicting women than men as lacking competence, experience, strength and qualifications (Curtin & Greaves, 2020).

The focus on personal details can function as a distraction, and therefore reduce the time and the possibility to share information about political ideas and policies that female political leaders actually need to talk about. Therefore, it is interesting to look at stereotypes that exists about gender roles.

2.2 Stereotypes

A stereotype can be described in multiple ways, in this thesis the definition of the organisation Catalyst (2007) and Beller & Leersen (2007) will be used. Catalyst is a global non-profit research organisation aiming to build workplaces that work for women. Catalyst describes a stereotype as "a conventional, formulaic and oversimplified conception, opinion or image. One that is regarded as embodying or conforming to a set image or type" (Catalyst, 2007, p. 4) Beller and Leerssen have written a handbook about stereotypes of national characters and define a stereotype as "a generalization about a group of people in which incidental characteristics are assigned to virtually all members of the group, regardless of actual variation among member. Once formed stereotypes are resistant to change on basis of new information" (Beller & Leerssen, 2007, p. 429). According to Beller and Leerssen (2007) there are two stereotypes; hetero stereotypes, which are standardized images of others, and auto

stereotypes, which are standardized self-images. The difference between these two definitions is that Beller and Leerssen (2007) specifically focus on the field imagology, while Catalyst (2007) is more interested in the social reality and how stereotypes work in real life.

In leadership functions, women can experience hetero stereotypes, but stereotypes can also be internalized and become auto stereotypes. Jamieson is a professor of communication, has published widely about political science, and is often cited when it comes to stereotypes about women (Catalyst, 2007; Smith, 2020). In Jamieson's (1995) book *Beyond the Double Bind: Women and Leadership*, hetero stereotypes can be captured in five double binds. Theses double binds show assumptions about what women should be like. A double bind can be described as a situation in which a person is faced with two incompatible demands or a choice between two undesirable courses of action, in which no matter which directive is followed, the response will be construed as incorrect. Naturally double binds can also occur for men in regards to masculinity or masculinities, but since this thesis is about a female politician the focus will be on femininities (Smith, 2020).

The first double bind can be described as the *womb/brain*, which is the idea that women's intelligence and work performance are negatively affected by their sexuality and reproductive organs due to their "raging female hormones" (Jamieson, 1995, p. 58). The second double bind is *silence/shame*, which is about women using or not using their voice. If women speak up or express themselves they can be labelled as aggressive, transgressive or nagging, but if they stay quiet they can be accused of being submissive and not having leadership qualities. The third double bind is *sameness/difference*, which is about the tension in the positions if women should be considered the same or different to men. If women are seen as the same, they don't deserve extra opportunities to improve their disadvantaged position. However, if women are viewed as inherently different, it means that women cannot do certain things simply because they are women. The fourth double bind is *femininity/competency* and is especially applicable to the political public sphere. In this sphere, it is expected that women meet both masculine qualities related to leadership and put less emphasis on their feminine qualities, while at the same time meet the feminine expectations of their gender role. The last double bind is about *ageing/invisibility*. In which age appears to be linked to authority and competency, it is assumed that younger women have not yet developed authority and competence while older women are seen as no longer relevant or as deviant. The above suggests that no matter what women do in leadership positions, they can always be accused of behaving incorrectly.

According to Cuddy et al. (2004) a sixth double bind needs to be added: women in leadership positions are either viewed as cold and competent, or warm and incompetent. If they become a mother, their perceived warmth increases but they decrease on the perceived competencies.

The above mentioned stereotypes make it more difficult for women to enter politics, which reinforces the stereotypical image of a masculine political leader. Furthermore, they contribute to the perception that women do not really belong in politics (Gidengil & Everitt, 2003).

2.3 Research Framework

Based on the academic discussion the following research question have been formulated:

RQ: To what extent did the description of prime minister Jacinda Ardern change in news articles in the newspaper *The New Zealand Herald* before the announcement of her pregnancy, during and after her pregnancy in 2018?

In order to answer the main research question, the following sub questions has been formulated:

SQ1: What are frequently recurring words and phrases related to the prime minister Jacinda Ardern in the newspaper The *New Zealand Herald* before the announcement of her pregnancy?

SQ2: What are frequently recurring words and phrases related to the prime minister Jacinda Ardern in the newspaper The *New Zealand Herald* during her pregnancy?

SQ3: What are frequently recurring words and phrases related to the prime minister Jacinda Ardern in the newspaper The *New Zealand Herald* after her pregnancy?

3. Methodology

The methodology used to investigate the change of the description of Jacinda Ardern before, during and after her pregnancy in *The New Zealand Herald newspaper* consists of a quantitative and qualitative content analyses. By combining both quantitative and qualitative approaches, also called mixed methods (Dörnyei, 2007), the bias of qualitative content analysis is reduced. This is needed because qualitative content analysis is subjective and relies on personal interpretation. The former approach is analysed by using the WordStat 8 program. The qualitative content analysis consists of close reading. This chapter is divided in three parts: the first part explains how the materials were gathered to show how the three corpora were made, while the second part explains the process of the quantitative content analysis. Finally, the last part explains the process of qualitative content analysis.

3.1 Materials

The first step in this process was to create three corpora. Therefore, three events that occurred in the news were chosen to study (see table 3.1). The chosen event in corpus 1 was the day that Jacinda Ardern was sworn in as prime minister on 26 October 2017. The chosen event in corpus 2 was the day that Jacinda Ardern announced her pregnancy on 19 January 2018. The chosen event in corpus 3 was Ardern's first day at work after her maternity leave on 2 August 2018. Next, the corpora were named by the researcher. Corpus 1 was named before Ardern's pregnancy, corpus 2 was named during Ardern's pregnancy and corpus 3 was named after Ardern's pregnancy.

 Then, the online newspaper articles from *The New Zealand Herald* were collected. The articles were gathered with help the search engine Nexis Uni. Nexis Uni is a news source archive that stores national and international news sources, business information about (inter)national companies and contains American legal sources and jurisprudence. *The New Zealand Herald* was chosen because it is the most read newspaper in New Zealand. To collect and sort the newspaper articles, different filters were employed in Nexis Uni.

The first applied filter was the *Date* filter. In this step, articles were selected on different time frames related to the earlier chosen events, between 26 October 2017 and 9 August 2018 (see table 3.1). Including the day of an event, one week of news was selected. For example, the event of corpus 1 was on 26 October 2017, meaning that, all news articles between 26 October 2017 and 2 November 2017 were selected.

Description of Prime Minister Ardern in the Newspaper

Corpus	Event	Date
1: Before Ardern's pregnancy	Ardern was sworn in as prime minister (26 October 2017)	26 October 2017 - 2 November 2017
2: During Ardern's pregnancy	Ardern announces news pregnancy (19 January 2018)	19 January 2018 - 26 January 2018
3: After Ardern's pregnancy	Ardern's first day at work after maternity leave (21 June – 1 August 2018)	2 August 2018 - 9 August 2018

Table 3. Corpus collection (Nexis Uni)

For the second filter, the *News* filter was employed, which excluded everything that was not related to *news*. The third filter was the usage of *keywords*. The keywords *Jacinda Ardern* and *housing* were used, resulting in the exclusion of everything that was not related to *Jacinda Ardern* and *housing*. The housing issue was chosen because it is a recurring theme in the news in New Zealand. Therefore, it could be used to create a tertium comperationis (ten Thije, 2020). The fourth filter was applied by selecting *The New Zealand Herald* as a *source* which excluded all articles from other newspapers. The last filter was a manual filter that was carried out by the researcher. Here, the news articles that were not related to *housing* and *Jacinda Ardern* were excluded from the corpus (see table 3.2). This was done by looking at how the keywords were used in the sample sentences that appeared under the title of an article in Nexis Uni. If the words *housing*, *houses* or *house* did not appear in an article, or if a word was only used to refer to a house were nobody lived like the Government House, the article was excluded. However, when the word referred to a personal house where someone can live, the article was included in the corpus. In addition, articles were excluded if the name *Jacinda* or *Ardern* did not appear in the sample sentences.

Corpora	Total amount of articles	Amount of articles after manual filter
1: Before Ardern's pregnancy	33	22
2: During Ardern's pregnancy	16	12
3: After Ardern's pregnancy	15	6

Table 3.2. Filter 1 and Filter 2

Thus three corpora were created; corpus 1: before Ardern's pregnancy (see appendix A), corpus 2: during Ardern's pregnancy (see appendix B) and corpus 3: after Ardern's pregnancy (see appendix C). They were collected from Nexis Uni and put in three different Microsoft Word files. The amount of selected articles per corpus is not equal and can therefore be seen as a limitation. The total amount of selected articles is 40. Corpus 1 consists of 22 articles, corpus 2 consisted of 12 articles and corpus 3 consisted of 6 articles. This uneven distribution in articles per corpus resulted in an unequal portrayal of the time frames. Specifically the amount of articles in corpus 3 is low. The reason for this inequality

is that most articles are focused on the new born baby of Jacinda Ardern and her returning to office, instead of the housing market or a house. Therefore, they had to be excluded. Tables 3.3, 3.4 and 3.5 show the articles included in the three corpora.

Article number	Title	Number of words	Date
1	*New Prime Minister Jacinda Ardern prepares for first trip abroad*	606	October 31, 2017
2	*Jacinda Ardern named as one of the world"s most powerful women*	405	November 2, 2017
3	*Jacinda Ardern considers mini-Budget to implement policy priorities*	405	October 26, 2017
4	*Ardern and Goff to talk Auckland housing, transport priorities*	495	November 2, 2017
5	*Ban on foreign house buyers by early 2018 - but Aussie buyers exempt*	762	October 31, 2017
6	*Political Roundup: The new government may not be so radical after all*	1507	October 27, 2017
7	*Greens" roller coaster stops in Government: "Nothing short of remarkable"*	1153	October 28, 2017
8	*Political Roundup: The Coalition"s very clever ban on foreign house sales*	1630	November 1, 2017
9	*Fran O"Sullivan: TPP would be a notch on Labour"s trade belt*	761	November 2, 2017
10	*Labour plans regional fuel tax to fund trams to airport, West Auckland*	836	October 26, 2017
11	*Audrey Young: Joyce on a hiding to nothing over TPP*	441	November 1, 2017
12	*Fran O"Sullivan: Big deals in doubt after foreign sales crackdown*	874	October 28, 2017
13	*David Parker targets trade deal and bar on house sales to overseas buyers*	856	October 30, 2017
14	*Will a ban on foreign buyers make houses cheaper?*	959	October 26, 2017
15	*Brian Fallow: Labour calls the tune on monetary policy*	1057	October 27, 2017
16	*Brian Rudman: Time for a little gunboat diplomacy*	726	November 1, 2017
17	*Can building still bank on migration?*	889	October 26, 2017
18	*Heather du Plessis-Allan: Why National"s not having a sulk - yet*	541	October 29, 2017
19	*Mayor Phil Goff on board for petrol tax and trams for Auckland*	671	October 26, 2017
20	*South Auckland satellite city gives Government room to expand*	436	October 29, 2017
21	*Twyford"s Auckland regional fuel tax slammed by Herald readers*	833	October 26, 2017
22	*South Auckland satellite city grabs Government"s attention*	828	October 29, 2017

Table 3.3. Corpus 1: Before Ardern's pregnancy

Article number	Title	Number of words	Date
1	*Jacinda Ardern: The first 100 days*	2097	January 20, 2018
2	*Jacinda Ardern hails breakthrough in revised TPP, Canada agrees to stay in*	953	January 24, 2018
3	*Politicians congratulate Jacinda Ardern on pregnancy news*	583	January 19, 2018
4	*Sorry sexists, Jacinda Ardern"s made for motherhood and being PM: Brodie Kane*	364	January 19, 2018
5	*Heather du Plessis-Allan: Ardern"s baby is the bump we needed*	412	January 20, 2018
6	*"Jacindamania will now spread to the rest of the world"*	977	January 20, 2018
7	*Bill English slams Ardern decision to ditch raft of Better Public Service targets*	441	January 22, 2018
8	*Party leaders congratulate PM on baby news*	247	January 19, 2018
9	*Labour"s female PMs merit salute for trade deal*	720	January 25, 2018
10	*Watch: Government announces mental health inquiry - "nothing off the table"*	1110	January 23, 2018
11	*Audrey Young: Winston Peters has done the right thing on TPP*	554	January 24, 2018
12	*Jordan Watson shares some of his "How to Dad" tips for Clarke Gayford with Newstalk ZB*	201	January 19, 2018

Table 3.4. Corpus 2: After Ardern's pregnancy announcement

Article number	Title	Number of words	Date
1	*Prime Minister Jacinda Ardern speaks on motherhood, baby Neve and returning to work*	691	August 3, 2018
2	*Prime Minister Jacinda Ardern speaks on motherhood, baby Neve and returning to work*	676	August 2, 2018
3	*Prime Minister Jacinda Ardern announces mental health measure*	751	August 9, 2018
4	*Simon Wilson: An ogre roams the forest - Jobs for Jacinda now she's back*	1989	August 4, 2018
5	*Three women working on joint justice project left police headquarters alleging bullying by Wally Haumaha*	1281	August 9, 2018
6	*Matthew Hooton: Early election if waka-jumping law not passed*	777	August 3, 2018

Table 3.5. Corpus 3: After Ardern's pregnancy leave

3.2 Quantitative Analysis

The analysis consists of quantitative and qualitative analysis. First, the quantitative content was analysed with help of the program and text mining software WordStat 8. In WordStat 8, a large amount of data can be analysed and categorized based on frequency in the document. In this program, the functions Words, Word Clouds and Phrases were used. The option Words shows how often a word was

used in a corpus. The option Word Cloud shows a visual representation of the categorized data of Words. The option Phrases shows the most frequent phrases.

Before entering the three corpora in WordStat 8, the content page in each corpora was removed. Then, each corpus was individually added and analysed by the program. Once the corpus was analysed, the data was deleted from the program before adding the next corpus. For each corpus, screenshots were made of the Word Clouds and the results that appeared in Words and Phrases in the program, however, words and phrases that occurred less than 3 times were excluded from the results. The results can be found in the appendix A1, A2, B1, B2, C1 and C2.

Next, the researcher read the results and manually selected the words and phrases that were related to Ardern and listed them in two tables (see chapter 4, table 4.1 and table 4.2). The words and phrases were selected on the basis of frequency and relevance to Jacinda Ardern and housing. One should keep in mind that a 0 in a table does not mean that a word or phrase does not exist in a corpus, it means that a word or phrase occurs less than 3 times in a corpus. The Word Clouds were copied from the program and are shown in chapter 4. In these Word Clouds all words from a corpus are shown. The bigger the size of the word, the more frequent it appeared in a corpus. There are two limitations of this analysis. The first limitation is that the context of the words and phrases is disappearing. The other limitation is that the selected words and the selected phrases related to Jacinda Ardern, were selected manually by the researcher and are therefore prone to bias. For instance, any other researcher might have made a different selection and therefore obtain a different result.

3.3. Qualitative Analysis

The qualitative content analysis consists of close reading. Close reading is defined by Moya (2015) as a form of "intensive reading and re-reading that calls for a heightened attention to literary language and form, considering both as semantic structures that mediate authors and readers perceptions of the social world"(p. 9). According to Brummett (2018), critical close reading helps to clarify socially shared meanings that are generated by texts. Thus, close reading helps to put the quantitative results in contexts and shows how the description of Jacinda Ardern has changed.

The close reading was done by reading all corpora and thereby highlighting words and writing down the most striking findings related to prime minister Jacinda Ardern. These findings were listed in a separate Word document (see appendix D). The most frequent words and phrases, as described in the previous paragraph, were used as search terms to obtain more information about the context of these words and phrases. Furthermore, other words and phrases that were relevant were also manually searched in the corpora. A limitation of this part is that it was carried out manually and is therefore prone to bias.

4. Results and Discussion

In this chapter the most important findings of this research are presented. All findings can be found in appendices A, A1, A2, B, B1, B2 and C, C1, C2. These findings contribute to answer the main research question: To what extent did the description of prime minister Jacinda Ardern change in news articles in the newspaper *The New Zealand Herald* before the announcement of her pregnancy, during and after her pregnancy in 2018? As described in chapter 3, the first step is analysing the words in the three individual corpora, then the phrases are investigated. Finally close reading is performed to place all findings into context and combine the findings with the discussion.

4.1 Words

Table 4.1 below shows the frequency of selected words related to prime minister Jacinda Ardern. The selected words were looked at in the three individual corpora. The frequency of all words in corpus 1, 2, and 3 are listed in Appendix A1, B1 and C1. The total number of all the selected words per corpus are shown in the total of selected words heading. The percentage of words per category within the various corpora were calculated by dividing a word category by the total number of selected words in a specific corpus, followed by multiplying it by 100%. For example, the calculation of the selected word *government* in corpus 1 was done by dividing the frequency of the word (207) by the total of the selected words in corpus 1 (759), followed by multiplication by 100% = 27.27%. The percentage indicates how often a selected word has been used in a specific corpus.

In this section, each corpus is examined individually and highlights the main results of the quantitative program.

Words	Frequency Corpus 1 Percentage (amount)	Frequency corpus 2 Percentage (amount)	Frequency Corpus 3 Percentage (amount)
Government	27.27% (207)	13.30% (60)	13.04% (27)
Ardern	9.35% (71)	14.63% (66)	19.81% (41)
Minister	11.46% (87)	10.20% (46)	8.70% (18)
Labour (political party)	12.65% (96)	2.88% (13)	7.25% (15)
Prime	7.77% (59)	9.98% (45)	7.73% (16)
Housing	10.80% (82)	0	0
English (Former prime minister 2016-2017)	3.82% (29)	6.43% (29)	0
Health	0	9.09% (41)	11.59% (24)
Jacinda	3.69% (28)	5.54% (25)	5.80% (12)
House	4.22% (32)	3.99% (18)	3.86% (8)

Leader	2.37% (18)	3.77% (17)	2.90% (6)
Women	0	3.55% (16)	4.35% (9)
Baby	0	4.43% (20)	4.35% (9)
Gayford (Partner of Ardern)	0	3.55% (16)	4.83% (10)
Family	0	2.66% (12)	2.42% (5)
Houses	2.11% (16)	0	0
Child	0	3.10% (14)	0
Children	2.24% (17)	0	1.93% (4)
Clarke (first name Ardern's partner)	2.24% (17)	2.88% (13)	1.45% (3)
Total of selected words	99.99 % (759)	99.98% (451)	100.01 %(207)
Word count corpus	21.126	10.350	6.893

Table 4.1. Words

4.1.1 Corpus 1: Before Ardern's Pregnancy

As can be seen in Table 4.1 the most frequent words in corpus 1 were; *government* (27.27%), *labour* (12.65), and *minister* (11.46%). Interestingly, the name *Ardern* (9.35%) or the word *prime* (7.77%) (related to prime minister) were not mentioned frequently. This is a rather surprising outcome, as it would be expected that the used keywords for the search, *Jacinda Ardern* and *housing* would be mentioned more frequently. Furthermore, it is surprising to see that former prime minister *English* is also quite often mentioned (3.82%), even though he is no longer in power.

4.1.2 Corpus 2: During Ardern's pregnancy

In corpus 2, the most frequent words were *Ardern* (14.63%), *government* (13.30%) and *minister* (10.20%). It appears that after the announcement of the pregnancy, the name Ardern became the most frequent used word in this corpus. A sharp decrease in frequency of the words *Labour* (2.88%), *housing* (0%) and *houses* (0%) was detected. Furthermore, words unrelated to work increased in frequency, such as *women* (3.55%), *baby* (4.43%), *child* (3.10%), and *family* (2.66%). Surprisingly, also the name *Gayford* was mentioned (3.55%), which was not the case in corpus 1. Moreover, there was a strong increase of the word *health* (9.09%) and a slight increase of the words *prime* (9.98%) and *Jacinda* (5.54%).

4.1.3 Corpus 3: After Ardern's pregnancy

In corpus 3, the most frequent words were *Ardern* (19.81%), *government* (13.04%), and *health* (11.59%). Interestingly, the name *Gayford* is also more frequently mentioned (4.83%), as well as the name *Jacinda* (5.80%) and *women* (4.35%). Furthermore, the word *Labour* (7.25%) is increasingly being mentioned. Additionally, words related to Ardern's work, such as *leader* (2.90%), *prime* (7.73%), and

minister (8.70%) decreased in frequency. Similar to corpus 2, the words *housing* (0%) and *houses* (0%) were absent in the results.

4.2 Word Clouds

In order to visualise the word frequency results, the following word clouds were made. Each word cloud consists of all the words mentioned in their respective corpus. The bigger the word, the more frequently it was mentioned.

1. *Word cloud. Corpus 1: Before Ardern's pregnancy* 2. *Word cloud. Corpus 2: During Ardern's pregnancy*

3.*Word cloud. Corpus 3: After Ardern's pregnancy*

As can be seen in these word clouds, the name *Ardern* increases in size due to a higher frequency of the word in the newspaper. Furthermore, the first name of the prime minster, *Jacinda,* is also

increasing in size. Additionally the name of her partner *Gayford* increases in size; in the first picture his name is not mentioned and in the last picture his name is grown in size. Another increase can be seen of the word *health.* In the first word cloud, the word is barely noticeable while the second and third word cloud show a strong increase in the word size. It can be seen that the word *government* is decreasing in size, being the largest word in corpus 1 but noticeably smaller in size in the following corpora.

4.3 Phrases

Table 4.2 shows the frequency of selected phrases related to prime minister Jacinda Ardern. The selected phrases were analyzed in the three individual corpora. The frequency of all phrases in corpus 1, corpus 2 and corpus 3 are listed in Appendix A2, B2 and C2. The total number of all the selected phrases per corpus are shown in the total of selected phrases heading. The percentage of phrases per category within the various corpora were calculated by dividing a phrases category by the total number of selected phrases in a specific corpus, followed by multiplying it by 100%. For example, the calculation of the selected phrase *prime minister* in corpus 1 was done by dividing the frequency of the phrase (41) by the total of the selected words in corpus 1 (168), followed by multiplication by 100% = 24.40% The percentage indicates how often a selected phrase has been used in a specific corpus.

In this section, each corpus is examined individually and highlights the main results of the quantitative program.

Phrases	Frequency corpus 1	Frequency corpus 2	Frequency corpus 3
Prime minister	24.40% (41)	29.20% (33)	36.36% (12)
Jacinda Ardern	16.07% (27)	18.58% (21)	0
Prime ministers	10.12% (17)	10.62% (12)	12.12% (4)
Prime minister Jacinda Ardern (party labour)	7.14% (12)	7.08% (8)	24.24% (8)
Heads of state government	0	7.96% (9)	0
Foreign buyers (related to housing)	2.38% (4)	0	0
Winston Peters (deputy prime minister 2017-2020, Party New Zealand First)	5.95% (10)	5.31% (6)	15.15% (5)
Bill English (Former prime minister 2016-2017, party New Zealand National party)	2.38% (4)	2.65% (3)	0

Housing Market	9.52% (16)	0	0
Presidential candidates	4.17% (7)	7.96% (9)	0
John Key (Former Prime minister 2008 -2016, party New Zealand First)	4.76% (8)	2.63% (3)	12.12% (4)
Clarke Gayford (Partner of Jacinda Ardern)	0	7.96% (9)	0
Home prices	7.14% (12)	0	0
House sales	5.95% (10)	0	0
Total of selected phrases	**99.98% (168)**	**99.95% (113)**	**99.99% (33)**

Table 4.2. Phrases

4.3.1 Corpus 1: Before Ardern's Pregnancy

Table 4.2 shows that the most frequent mentioned phrases are *prime minister* (24.40%), *Jacinda Ardern* (16.07%), and *prime ministers* (10.12%). Furthermore, other prime ministers such as *Winston Peters* (5.95%), *John Key* (4.76%) and *Bill English* (2.38%) were often mentioned. This adds to the argument made before that other politicians than Ardern are frequently mentioned. Phrases related to housing were *home prices* (7.14%), *house sales* (5.95%), and *foreign buyers* (2.38%).

4.3.2 Corpus 2: During Ardern's Pregnancy

In corpus 2, the most frequent phrases are *prime minister* (29.20%), *Jacinda Ardern* (18.85%) and *prime ministers* (10.62%). The phrases related to housing decrease in frequency, such as *foreign buyers* (0%), *housing market* (0%), *home prices* (0%) and *house sales* (0%). A sharp increase in the frequency of the phrase *Clarke Gayford* (7.96%) was detected after the announcement of her pregnancy.

4.3.3 Corpus 3: After Ardern's Pregnancy

In corpus 3, the most frequent phrases are *prime minister* (36.36%), *prime minister Jacinda Ardern* (24.24%) and *Winston Peters* (15.15%). The phrases related to housing, such as *foreign buyers* (0%), *housing market* (0%), *home prices* (0%) and *house sales* (0%) remain mentioned unfrequently. Surprisingly the phrase *Clarke Gayford* (0%) is also not mentioned frequently. A manual search in corpus 3 shows that he is often referred to as *Gayford* (10 results) or as *Clarke* (3 results) but not often in the phrase combination *Clarke Gayford*. Therefore, his name does not seem frequently mentioned in the section phrases, but is frequently mentioned if one looks at the section words or to the close reading section.

4.4 Close Reading

In this part, close reading was done by reading all corpora and thereby highlighting words and writing down the most striking findings related to prime minister Jacinda Ardern. The most frequent words and phrases found in the previous paragraph were used as search terms to obtain more information about the context of these words and phrases.

4.4.1 Corpus 1: Before Ardern's Pregnancy

From close reading corpus 1, a striking observation is that most articles discuss how devastating it is for the Nationals (political party) that they are losing power, instead of talking about Labour (political party) winning the elections with Ardern as the new prime minister.

Furthermore, the articles use the words *government* and *Labour* more frequently rather than using her title *prime minister* or her name *Ardern*. A possible explanation for this might be that in this corpus words associated with a group authority like *government* and *Labour* are seen as more important than words associated with individual authority prime minister Ardern. It should be noted that the section phrases shows that the phrase *prime minister* is frequently mentioned. However, the close reading shows that the phrase *prime minister* is used in combination with the name Jacinda Ardern, but it is also often used in combination with other prime ministers. This becomes especially clear when one looks at frequency of the phrases; *Winston Peters* (deputy prime minister), *John Key* (former prime minister) and *Bill English* (former prime minister). Furthermore, the phrase *prime minister* (41 times) is less frequently mentioned than the word *government* (207 times). This focus on the government is done by using words such as *Labour-Led* government (see Appendix A, 8 results) and *New* government (see Appendix A, 28 results).

Finally, it should be noted that the word *new* is also quite often mentioned in the corpus, as in the following examples: *new* prime minister Jacinda Ardern (see Appendix A, 5 results), *new* government (see Appendix A, 28 results) or *new* Labour-led (see Appendix A, 6 results). However, the frequency of the word *new* cannot be found in the WordStat 8 results. The reason for this inconvenience is that the word *new* is in the standard exclusion list that comes with the software. For this reason a manual search was executed. This frequent use of the word *new* could be connected to theory in the theoretical framework where according to Gidengil & Everitt (2003) female politicians are often treated as novelties in the media. It could also mean that New Zealand was building a new government.

4.4.2 Corpus 2: During Ardern's Pregnancy

The quantitative results of corpus 2 shows that the words *Ardern* and *prime minister* are sharply increasing compared to corpus 1. Suddenly in this corpus, words associated with prime minister Ardern are seen as more important and newsworthy compared to corpus 1. This might indicate that Ardern is receiving more attention in news articles after her announcement of her pregnancy.

Interestingly, the results from closes reading shows that the word *house* is used in a different context then in corpus 1. Instead of only referring to the political housing issue that New Zealand is facing, in corpus 2 the word *house* is also often used to refer to the private house of prime minister Jacinda Ardern. This shows a shift in news coverage going from work sphere to the private sphere. This can be illustrated by the following sentence: "If a house is a reflection of its owner, it is hard to know what this one says about Ardern, perhaps old beyond her years, practical and convenient."(Appendix B, page 1). This shift in news coverage could be linked to the theory of Cuddy et al., (2004), who suggested that when a leader becomes a mother, their perceived warmth increases but the perceived competencies decrease. This increased warmth becomes especially clear in the adjectives that are used to describe the prime ministers house; "It's a granny house, a simple home*."* (Appendix B, page 1) and "Jacinda Ardern opens the front door of her Auckland suburban home in bare feet." (Appendix B, page 1). What adds to this argument of increased perceived warmth, is the slight increase in frequency of the first name of the prime minister. By using the first name of the prime minister, Jacinda, more frequently, the prime minister becomes less formal and therefore her perceived warmth might increase.

The earlier mentioned shift in news coverage can also be seen in the increased frequency of words unrelated to work and the decreased frequency of words related to work. The words unrelated to work are words, such as *women, baby*, *child,* and *family*, and words related to work are words like *housing* and *houses*. This might not directly link to a decrease in competencies, but indirectly readers of the newspaper might perceive Ardern as less focused on work, and therefore less competent as a leader.

Furthermore a remarkable result is the sudden frequent mention of the phrase Clarke Gayford. This is surprising because he is not involved with politics, since he is a television presenter. The close reading shows that the phrase is often used to refer to romantic status of prime minister Jacinda Ardern. This focus on the romantic status is done by referring to *partner* Clarke Gayford (see Appendix B, 5 results). As mentioned by the literature from Kittilson & Fridkin (2008) the media coverage of female politicians is more personal than the media coverage of their male counterparts and focuses more on the their family and their romantic lives. Curtin & Greaves (2020) mention that personal media coverage tends to increase if women are the first of their kind in specific leadership positions. In this case Ardern is the first prime minister of New Zealand who is pregnant while being in office. Therefore, the articles could become more focused on her personal life. Another striking observation, adding to this argument, is the way in which Gayford future role as a dad is presented as exceptional. This becomes clear from the close reading when one looks at the title of article 12: "Jordan Watson shares some of his "How to Dad" tips for Clarke Gayford with Newstalk ZB" (Appendix B, page 32). Highlighting that apparently Gayford needs tips in order to become a *good* dad. Adding to this argument is the frequent mentioning

of the word *dad* (Appendix B, 9 results) and the focus on the fact that he, the male partner, is going to be a *stay-at-home* dad (Appendix B, 5 results).

Moreover, it is interesting to look at the context of the word *women*. The word is often mentioned in a way to present prime minister Ardern as an example of change for other women. See the following examples: "Green Party co-leader James Shaw said the news was an inspiration to women." (Appendix B, page 10) and "...I know this announcement will be significant for many women...."(Appendix B, page 10). This is rather disappointing since the pregnancy of prime minister Ardern could be an inspiration to everyone, not only women. Her pregnancy announcement contrasts with the existing *womb/brain* double bind that is not only present in the minds of women but in the minds of many more. Additionally one could say that already before her pregnancy she might have been a source of inspiration.

Another interesting find is the reference to the existing double binds mentioned in the literature of Jamieson (1995). This is done by the following sentences; *"*The baby's occupying space in her torso, not short-circuiting her brain. She can still make decisions." (Appendix B, page 14) and "If New Zealand's participation in the CPTPP trade deal doesn't put an end to the risible claims that a pregnant woman will be so governed by her hormones that she can't run a country - what will?" (Appendix B, page 23). Furthermore the title of article 4 "Sorry sexists, Jacinda Ardern's made for motherhood and being PM: Brodie Kane*"* (Appendix B, page 12) is also referring to the *womb/brain* double bind. All former examples are trying to counter the *womb/brain* double bind. The journalist do this by exaggerating the stereotype to showing that they disagree with the stereotype. However, in another sentence a double bind is emphasized. This is seen in the following: "If a house is a reflection of its owner, it is hard to know what this one says about Ardern, perhaps old beyond her years, practical and convenient."(Appendix B, page 1). This sentence is related to *ageing/invisibility* double bind, and suggests that that despite Ardern's young age, she is good at her job. However someone can be young and good at her job.

4.4.3 Corpus 3: After Ardern's Pregnancy
Corpus 3 shows a strong focus on the baby, Gayford taking care of the baby and the fact that Ardern is a mother and returning to work. Interestingly, the name Winston Peters is often mentioned. The close reading shows that he is often mentioned because he was substituting prime minister Ardern on her pregnancy leave.

Surprisingly, the word *Ardern* is even more frequently mentioned than in corpus 2. Suggesting that giving birth to a baby and then returning to work is a major news topic. A possible explanation is presented in the research of Curtin & Greaves (2020) who show that media coverage is often focused on the offspring of female leaders and how they act as a parent. This might be the reason for the

increased frequency of the name *Ardern*. The close reading supports the figures of the quantitative analysis which shows that the name *Ardern* is often linked to the private sphere instead of the work sphere. Furthermore, her private sphere is made public by the newspaper. By writing more about her private life, the space in the newspaper articles for her political ideas decreases. This difference becomes more clear if one looks at the contexts of the words *government* and *Ardern*. The word *government* is more often linked to political issues, while the name *Ardern* is often mentioned in the context of motherhood or her baby Neve. Apparently a dichotomy is made between Arden (private sphere) and the government (work sphere). Instead of Ardern being a part of the government she is seen as a separate part. Examples of this can be seen in the following sentences:

The word *government* is used in sentences like: "NZ First leader Winston Peters had kept things ticking along on the Government front."(Appendix C, page 2), "The biggest debate in and around the Government right now is over the Budget Responsibility Rules (BRR)." (Appendix C, page 11) and "The Green Party's support for Andrew Little's Orwellian Electoral (Integrity) Amendment Bill reveals its complete lack of power in the Government's coalition."(Appendix C, page 18). These are all work related sentences.

The name *Ardern* is used in sentences like: "Prime Minister Jacinda Ardern has spoken publicly about motherhood and her return to work for the first time, talking about the guilt she expects to feel, her priorities and "the poonami."(Appendix C, page 4), "Asked what she had not expected about motherhood, Ardern laughed before saying she had learned more about a baby's digestive tract than she had expected." (Appendix C, page 4) and "Ardern has what she will need for Neve to spend time in her office as well as at Premier House."(Appendix C, page 5).These sentences are mostly relating to the private sphere, referring to the baby and sometimes also related to her job in the public sphere.

What adds to the argument that private life is made public, is the integration of baby talk in her political life. This can be seen in the following sentence: "Ardern's job is more than nine to five and she is also heading back into something of a political poonami" (Appendix C, page 2). The *poonami* is this case refers back to the poo of the baby and the political conflict that that is going on.

5. Conclusion

The final chapter of this research shows the relevant observations, limitations and possibilities for future research. The initial research started with the double bind that women in leadership positions could either be leaders or mothers, but they could not be both at the same time. This was confirmed with a statement of Jacinda Ardern in the newspaper the *New Zealand Herald* in 2016:

> … [T]he next leader won't be her. She doesn't want to work the ridiculous hours, she doesn't want the acute spotlight of media scrutiny and having recently moved in with her partner, Auckland media personality Clarke Gayford, she wants to have kids. She can have these things as an member of parliament but not as the leader of a party. Sure as heck not as Prime Minister."(Gilbert, 2016).

This changed in 2018 when prime minister Ardern gave birth to baby Neve. Her portrayal in the media changed during her pregnancy. A focus on gender in leadership positions could take place by combining media research with intercultural communication. This resulted in the main question and sub questions that were based on a detailed review and critical analysis of existing theory in regards to history, media coverage and stereotypes of women. The method focused on quantitative corpus analysis and used the program WordStat 8. The program resulted in large amounts of data. For this reason, the relevant data was selected manually and presented in tables. The research was combined with qualitative close reading to put the quantitative results into context. This study has indicated that in the first corpus prime minister Ardern was often associated with newness and was not frequently mentioned with her name or work title in the *New Zealand Herald*. Furthermore, this research showed that after the announcement of Ardern's pregnancy, the newspaper articles showed an increase in interest in the private life of the prime minister. This led to an increase in interest in the prime minister and therefore the results show that after the announcement of the pregnancy her name was more frequently mentioned. The main goal of this study was to answer the research question "To what extent did the description of prime minister Jacinda Ardern change in news articles in the newspaper *The New Zealand Herald* before the announcement of her pregnancy, during and after her pregnancy in 2018? The main answer to this question is that once the announcement of the pregnancy was done, the distinction between private sphere and work sphere disappeared. After prime minister Ardern gave birth to her child, there was a stronger focus on her private life. Her partner was more frequently mentioned and words stereotypically linked to being female increased. Furthermore, this study identified a decrease in words and phrases related to her work as a prime minister.

A limitation of this study is that it is solely based on one newspaper. Perhaps an analysis of multiple newspapers would have given a different and more reliable result. Furthermore, the scope of this

research was limited in terms of a timeframe. The selected timeframe was a week of news starting from the day of an event. If a larger time frame was selected, the data could have been different. Moreover, the keyword *housing* was used to create a tertium comperationis, a different keyword would have resulted in a different dataset. The study was also limited by the different sizes of the corpora. The total amount of articles was 40. However the articles were not evenly spread among the corpora. Corpus 1 consisted of 22 articles, corpus 2 consisted of 12 articles and corpus 3 consisted of 6 articles. This uneven distribution in articles per corpus resulted in an unequal portrayal of the time frames.

Moreover, the study is also limited by the lack of information on what words were automatically excluded by the program WordStat 8. For example, the word *new* was not detected by the program, but it was frequently mentioned in corpus 1. The researcher solved this issue by doing a manual search in the corpus where it was needed. However, one could question if there were more words that were automatically excluded from the program that were missed by the researcher. Another important limitation is the subjectivity of the close reading, as this research was completed by only one researcher. If multiple researchers were involved, the close reading would likely have been less subjective.

Future research could consider conducting the same research with larger corpora from multiple local newspapers. Since an analysis of a larger corpora would make the outcome of this research more reliable. Therefore, it would be interesting to see if other researchers come to the same conclusions as presented in this thesis. Another suggestion would be to conduct the same research while using newspapers from a different country or from different countries. Further research should be undertaken to explore if the pregnancy of prime minister Ardern also changed media attitudes of other countries towards her. A third suggestion would be to use another text mining program then WordStat 8, and compare the results to this thesis. Thereby showing if another program, with the same functions used in this thesis, would display the same results.

The findings of this study have several important implications for future practice. The main implication is to keep in mind that Ardern can not only be defined as a women and mother, but that she also should be defined as a working prime minister. Or as she defines it herself:

> "I'm a mum, I'm going to be defined as being a mum: lots of mums are, that becomes part of who they are, so I don't mind that description, and obviously she's part of who I am so they're going to be part of my story in leadership."

"But, I hope when I leave this job that I leave enough behind that I'm not remembered as being the lady leader who had a baby, but someone who actually did some good things for New Zealand." (Sachdeva, 2018)

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Appendices

A Corpus 1

Corpus can be received on request. Email to esmee.vanthuijl@gmail.com

A1 Corpus 1 Words

	FREQUENCY	% SHOWN	% PROCESSED	% TOTAL	NO. CASES	% CASES	TF ● IDF
GOVERNMENT	207	5,05%	1,95%	1,02%	1	100,00%	0,0
ZEALAND	146	3,56%	1,38%	0,72%	1	100,00%	0,0
AUCKLAND	116	2,83%	1,09%	0,57%	1	100,00%	0,0
LABOUR	96	2,34%	0,90%	0,47%	1	100,00%	0,0
MINISTER	87	2,12%	0,82%	0,43%	1	100,00%	0,0
FOREIGN	82	2,00%	0,77%	0,40%	1	100,00%	0,0
HOUSING	82	2,00%	0,77%	0,40%	1	100,00%	0,0
ARDERN	71	1,73%	0,67%	0,35%	1	100,00%	0,0
TAX	66	1,61%	0,62%	0,32%	1	100,00%	0,0
HERALD	60	1,46%	0,57%	0,29%	1	100,00%	0,0
BAN	59	1,44%	0,56%	0,29%	1	100,00%	0,0
PRIME	59	1,44%	0,56%	0,29%	1	100,00%	0,0
TRADE	59	1,44%	0,56%	0,29%	1	100,00%	0,0
PUBLIC	58	1,42%	0,55%	0,28%	1	100,00%	0,0
TPP	57	1,39%	0,54%	0,28%	1	100,00%	0,0
POLICY	54	1,32%	0,51%	0,27%	1	100,00%	0,0
NATIONAL	51	1,24%	0,48%	0,25%	1	100,00%	0,0
AUSTRALIA	44	1,07%	0,41%	0,22%	1	100,00%	0,0
MARKET	41	1,00%	0,39%	0,20%	1	100,00%	0,0
MINISTERS	41	1,00%	0,39%	0,20%	1	100,00%	0,0
TRANSPORT	41	1,00%	0,39%	0,20%	1	100,00%	0,0
FUEL	39	0,95%	0,37%	0,19%	1	100,00%	0,0
REAL	39	0,95%	0,37%	0,19%	1	100,00%	0,0
CENT	38	0,93%	0,36%	0,19%	1	100,00%	0,0
YEAR	38	0,93%	0,36%	0,19%	1	100,00%	0,0
ESTATE	36	0,88%	0,34%	0,18%	1	100,00%	0,0
BUYERS	35	0,85%	0,33%	0,17%	1	100,00%	0,0
INDUSTRY	35	0,85%	0,33%	0,17%	1	100,00%	0,0
INVESTMENT	34	0,83%	0,32%	0,17%	1	100,00%	0,0
OCTOBER	34	0,83%	0,32%	0,17%	1	100,00%	0,0
TWYFORD	34	0,83%	0,32%	0,17%	1	100,00%	0,0
AGREEMENTS	33	0,81%	0,31%	0,16%	1	100,00%	0,0
CITY	33	0,81%	0,31%	0,16%	1	100,00%	0,0

Description of Prime Minister Ardern in the Newspaper

	FREQUENCY	% SHOWN	% PROCESSED	% TOTAL	NO. CASES	% CASES	TF • IDF
INFRASTRUCTURE	33	0,81%	0,31%	0,16%	1	100,00%	0,0
ADMINISTRATION	32	0,78%	0,30%	0,16%	1	100,00%	0,0
FINANCE	32	0,78%	0,30%	0,16%	1	100,00%	0,0
HOME	32	0,78%	0,30%	0,16%	1	100,00%	0,0
HOUSE	32	0,78%	0,30%	0,16%	1	100,00%	0,0
RIGHTS	32	0,78%	0,30%	0,16%	1	100,00%	0,0
LAND	30	0,73%	0,28%	0,15%	1	100,00%	0,0
PEOPLE	30	0,73%	0,28%	0,15%	1	100,00%	0,0
PROPERTY	30	0,73%	0,28%	0,15%	1	100,00%	0,0
REGIONAL	30	0,73%	0,28%	0,15%	1	100,00%	0,0
STATE	30	0,73%	0,28%	0,15%	1	100,00%	0,0
ENGLISH	29	0,71%	0,27%	0,14%	1	100,00%	0,0
PRICES	29	0,71%	0,27%	0,14%	1	100,00%	0,0
AIRPORT	28	0,68%	0,26%	0,14%	1	100,00%	0,0
CHANGE	28	0,68%	0,26%	0,14%	1	100,00%	0,0
EXISTING	28	0,68%	0,26%	0,14%	1	100,00%	0,0
JACINDA	28	0,68%	0,26%	0,14%	1	100,00%	0,0
MAKE	28	0,68%	0,26%	0,14%	1	100,00%	0,0
PARKER	27	0,66%	0,25%	0,13%	1	100,00%	0,0
BUSINESS	26	0,63%	0,24%	0,13%	1	100,00%	0,0
COUNCIL	26	0,63%	0,24%	0,13%	1	100,00%	0,0
HOMES	26	0,63%	0,24%	0,13%	1	100,00%	0,0
INTERNATIONAL	26	0,63%	0,24%	0,13%	1	100,00%	0,0
PARTY	26	0,63%	0,24%	0,13%	1	100,00%	0,0
AFTER	25	0,61%	0,24%	0,12%	1	100,00%	0,0
DEVELOPMENT	25	0,61%	0,24%	0,12%	1	100,00%	0,0
DOCUMENT	25	0,61%	0,24%	0,12%	1	100,00%	0,0
EMPLOYMENT	25	0,61%	0,24%	0,12%	1	100,00%	0,0
END	25	0,61%	0,24%	0,12%	1	100,00%	0,0
GENERAL	25	0,61%	0,24%	0,12%	1	100,00%	0,0
POLITICAL	25	0,61%	0,24%	0,12%	1	100,00%	0,0
RAIL	25	0,61%	0,24%	0,12%	1	100,00%	0,0
RESIDENTIAL	25	0,61%	0,24%	0,12%	1	100,00%	0,0

Description of Prime Minister Ardern in the Newspaper

COALITION	24	0,59%	0,23%	0,12%	1	100,00%	0,0
GOFF	24	0,59%	0,23%	0,12%	1	100,00%	0,0
LANGUAGE	24	0,59%	0,23%	0,12%	1	100,00%	0,0
NEWSPAPER	24	0,59%	0,23%	0,12%	1	100,00%	0,0
TYPE	24	0,59%	0,23%	0,12%	1	100,00%	0,0
AGREEMENT	23	0,56%	0,22%	0,11%	1	100,00%	0,0
DEAL	23	0,56%	0,22%	0,11%	1	100,00%	0,0
ECONOMIC	23	0,56%	0,22%	0,11%	1	100,00%	0,0
OVERSEAS	23	0,56%	0,22%	0,11%	1	100,00%	0,0
PUBLICATION	23	0,56%	0,22%	0,11%	1	100,00%	0,0
WORDS	23	0,56%	0,22%	0,11%	1	100,00%	0,0
BODY	22	0,54%	0,21%	0,11%	1	100,00%	0,0
CLASSIFICATION	22	0,54%	0,21%	0,11%	1	100,00%	0,0
COPYRIGHT	22	0,54%	0,21%	0,11%	1	100,00%	0,0
DATE	22	0,54%	0,21%	0,11%	1	100,00%	0,0
LENGTH	22	0,54%	0,21%	0,11%	1	100,00%	0,0
LOAD	22	0,54%	0,21%	0,11%	1	100,00%	0,0
NEWS	22	0,54%	0,21%	0,11%	1	100,00%	0,0
PLAN	22	0,54%	0,21%	0,11%	1	100,00%	0,0
RESERVED	22	0,54%	0,21%	0,11%	1	100,00%	0,0
SECTION	22	0,54%	0,21%	0,11%	1	100,00%	0,0
SUBJECT	22	0,54%	0,21%	0,11%	1	100,00%	0,0
CONSTRUCTION	21	0,51%	0,20%	0,10%	1	100,00%	0,0
GEOGRAPHIC	21	0,51%	0,20%	0,10%	1	100,00%	0,0
SALES	21	0,51%	0,20%	0,10%	1	100,00%	0,0
TIME	21	0,51%	0,20%	0,10%	1	100,00%	0,0
GREENS	20	0,49%	0,19%	0,10%	1	100,00%	0,0
ISSUE	20	0,49%	0,19%	0,10%	1	100,00%	0,0
PETERS	20	0,49%	0,19%	0,10%	1	100,00%	0,0
PRICE	19	0,46%	0,18%	0,09%	1	100,00%	0,0
TRANSPORTATION	19	0,46%	0,18%	0,09%	1	100,00%	0,0
CABINET	18	0,44%	0,17%	0,09%	1	100,00%	0,0
DEPARTMENTS	18	0,44%	0,17%	0,09%	1	100,00%	0,0

Description of Prime Minister Ardern in the Newspaper

	FREQUENCY	% SHOWN	% PROCESSED	% TOTAL	NO. CASES	% CASES	TF • IDF
ISSUE	20	0,49%	0,19%	0,10%	1	100,00%	0,0
PETERS	20	0,49%	0,19%	0,10%	1	100,00%	0,0
PRICE	19	0,46%	0,18%	0,09%	1	100,00%	0,0
TRANSPORTATION	19	0,46%	0,18%	0,09%	1	100,00%	0,0
CABINET	18	0,44%	0,17%	0,09%	1	100,00%	0,0
DEPARTMENTS	18	0,44%	0,17%	0,09%	1	100,00%	0,0
FOREIGNERS	18	0,44%	0,17%	0,09%	1	100,00%	0,0
GROWTH	18	0,44%	0,17%	0,09%	1	100,00%	0,0
LEADER	18	0,44%	0,17%	0,09%	1	100,00%	0,0
NZ	18	0,44%	0,17%	0,09%	1	100,00%	0,0
TRAMS	18	0,44%	0,17%	0,09%	1	100,00%	0,0
ACT	17	0,41%	0,16%	0,08%	1	100,00%	0,0
BUILDING	17	0,41%	0,16%	0,08%	1	100,00%	0,0
EFFECT	17	0,41%	0,16%	0,08%	1	100,00%	0,0
FREE	17	0,41%	0,16%	0,08%	1	100,00%	0,0
HEADS	17	0,41%	0,16%	0,08%	1	100,00%	0,0
MEETING	17	0,41%	0,16%	0,08%	1	100,00%	0,0
SUPPORT	17	0,41%	0,16%	0,08%	1	100,00%	0,0
WORK	17	0,41%	0,16%	0,08%	1	100,00%	0,0
ADVISORS	16	0,39%	0,15%	0,08%	1	100,00%	0,0
ECONOMY	16	0,39%	0,15%	0,08%	1	100,00%	0,0
HOUSES	16	0,39%	0,15%	0,08%	1	100,00%	0,0
ISSUES	16	0,39%	0,15%	0,08%	1	100,00%	0,0
LED	16	0,39%	0,15%	0,08%	1	100,00%	0,0
PHIL	16	0,39%	0,15%	0,08%	1	100,00%	0,0
AGENCIES	15	0,37%	0,14%	0,07%	1	100,00%	0,0
BUILD	15	0,37%	0,14%	0,07%	1	100,00%	0,0
BUYING	15	0,37%	0,14%	0,07%	1	100,00%	0,0
KEY	15	0,37%	0,14%	0,07%	1	100,00%	0,0
RADICAL	15	0,37%	0,14%	0,07%	1	100,00%	0,0
RATES	15	0,37%	0,14%	0,07%	1	100,00%	0,0
UNITED	15	0,37%	0,14%	0,07%	1	100,00%	0,0

Included | Leftover words

A2 Corpus 1 Phrases

	FREQUENCY	NO. CASES	% CASES	LENGTH	TF · IDF
ZEALAND HERALD	46	1	100,00%	2	0,0
PRIME MINISTER	41	1	100,00%	2	0,0
REAL ESTATE	36	1	100,00%	2	0,0
FUEL TAX	33	1	100,00%	2	0,0
JACINDA ARDERN	27	1	100,00%	2	0,0
COPYRIGHT THE NEW ZEALAND HERALD	22	1	100,00%	5	0,0
LOAD DATE	22	1	100,00%	2	0,0
PUBLICATION TYPE	22	1	100,00%	2	0,0
END OF DOCUMENT	21	1	100,00%	3	0,0
FOREIGN BUYERS	21	1	100,00%	2	0,0
PUBLIC FINANCE	20	1	100,00%	2	0,0
OCTOBER END OF DOCUMENT	17	1	100,00%	4	0,0
PRIME MINISTERS	17	1	100,00%	2	0,0
REGIONAL FUEL TAX	17	1	100,00%	3	0,0
GOVERNMENT ADVISORS MINISTERS	16	1	100,00%	3	0,0
GOVERNMENT PUBLIC ADMINISTRATION	16	1	100,00%	3	0,0
HOUSING MARKET	16	1	100,00%	2	0,0
FREE TRADE	15	1	100,00%	2	0,0
PUBLIC FINANCE AGENCIES TREASURIES	14	1	100,00%	4	0,0
HOME PRICES	12	1	100,00%	2	0,0
HOUSING AFFORDABILITY	12	1	100,00%	2	0,0
PRIME MINISTER JACINDA ARDERN	12	1	100,00%	4	0,0
WEST AUCKLAND	12	1	100,00%	2	0,0
FOREIGN INVESTMENT	11	1	100,00%	2	0,0
LED GOVERNMENT	11	1	100,00%	2	0,0
LIGHT RAIL	11	1	100,00%	2	0,0
MONETARY POLICY	11	1	100,00%	2	0,0
AVIATION ADMINISTRATION	10	1	100,00%	2	0,0
HOUSE SALES	10	1	100,00%	2	0,0
INFRASTRUCTURE NEW ZEALAND	10	1	100,00%	3	0,0
REGIONAL PETROL TAX	10	1	100,00%	3	0,0
TRANSPORTATION DEPARTMENTS	10	1	100,00%	2	0,0
TREATIES AGREEMENTS	10	1	100,00%	2	0,0
WINSTON PETERS	10	1	100,00%	2	0,0
ZEALAND LOAD DATE	10	1	100,00%	3	0,0

A2 Corpus 1 Phrases

Description of Prime Minister Ardern in the Newspaper

	FREQUENCY	NO. CASES	% CASES	LENGTH	TF • IDF
AUCKLAND COUNCIL	9	1	100,00%	2	0,0
DAVID PARKER	9	1	100,00%	2	0,0
INTERNATIONAL RELATIONS	9	1	100,00%	2	0,0
PHIL GOFF	9	1	100,00%	2	0,0
RESIDENTIAL PROPERTY	9	1	100,00%	2	0,0
FINANCE MINISTER	8	1	100,00%	2	0,0
HOUSING AUTHORITIES	8	1	100,00%	2	0,0
JOHN KEY	8	1	100,00%	2	0,0
LABOUR LED GOVERNMENT	8	1	100,00%	3	0,0
OVERSEAS INVESTMENT ACT	8	1	100,00%	3	0,0
PUBLIC TRANSPORT	8	1	100,00%	2	0,0
SOUTH AUCKLAND	8	1	100,00%	2	0,0
TRADE DEAL	8	1	100,00%	2	0,0
BAN ON FOREIGN	7	1	100,00%	3	0,0
FOREIGN OWNED REAL ESTATE	7	1	100,00%	4	0,0
MINIMUM WAGE	7	1	100,00%	2	0,0
MODERN TRAMS	7	1	100,00%	2	0,0
PRESIDENTIAL CANDIDATES	7	1	100,00%	2	0,0
SATELLITE CITY	7	1	100,00%	2	0,0
SECTOR PERFORMANCE	7	1	100,00%	2	0,0
UNITED STATES	7	1	100,00%	2	0,0
AUSTRALIA NEW ZEALAND	6	1	100,00%	3	0,0
CHILD POVERTY	6	1	100,00%	2	0,0
ECONOMIC DEVELOPMENT	6	1	100,00%	2	0,0
EXISTING HOME SALES	6	1	100,00%	3	0,0
EXISTING RESIDENTIAL	6	1	100,00%	2	0,0
FOREIGN HOUSE	6	1	100,00%	2	0,0
FREE TRADE AGREEMENTS	6	1	100,00%	3	0,0
GOVERNMENT ADVISORS MINISTERS HEADS	6	1	100,00%	4	0,0
LABOUR MARKET	6	1	100,00%	2	0,0
LIGHT RAIL TO THE AIRPORT	6	1	100,00%	5	0,0
MANUS ISLAND	6	1	100,00%	2	0,0
NATIONAL GOVERNMENT	6	1	100,00%	2	0,0
OCTOBER THURSDAY	6	1	100,00%	2	0,0
POLITICAL PARTIES	6	1	100,00%	2	0,0

Description of Prime Minister Ardern in the Newspaper

	FREQUENCY	NO. CASES	% CASES	LENGTH	TF · IDF
REAL ESTATE DEVELOPMENT	6	1	100,00%	3	0,0
STATE GOVERNMENT PRIME MINISTERS	6	1	100,00%	4	0,0
TRANSPORT PROJECTS	6	1	100,00%	2	0,0
URBAN DEVELOPMENT	6	1	100,00%	2	0,0
AUCKLAND MAYOR PHIL GOFF	5	1	100,00%	4	0,0
COALITION AGREEMENT	5	1	100,00%	2	0,0
COALITION GOVERNMENT	5	1	100,00%	2	0,0
FINANCE MINISTER GRANT ROBERTSON	5	1	100,00%	4	0,0
FOREIGN BUYER BAN	5	1	100,00%	3	0,0
FOREIGN MINISTER	5	1	100,00%	2	0,0
HUMAN RIGHTS	5	1	100,00%	2	0,0
INTEREST RATES	5	1	100,00%	2	0,0
INTERNATIONAL RELATIONS NATIONAL SECURITY	5	1	100,00%	4	0,0
LABOUR GOVERNMENT	5	1	100,00%	2	0,0
LABOUR PARTY	5	1	100,00%	2	0,0
MT ROSKILL	5	1	100,00%	2	0,0
OVERSEAS BUYERS	5	1	100,00%	2	0,0
PREVIOUS GOVERNMENT	5	1	100,00%	2	0,0
RESERVE BANK	5	1	100,00%	2	0,0
RESIDENTIAL HOUSING	5	1	100,00%	2	0,0
SENSITIVE LAND	5	1	100,00%	2	0,0
TWYFORD TOLD THE HERALD	5	1	100,00%	4	0,0
ZEALAND AUSTRALIA	5	1	100,00%	2	0,0
ZEALAND NEW ZEALAND LOAD DATE	5	1	100,00%	5	0,0
AFFORDABLE HOMES	4	1	100,00%	2	0,0
ALTERNATIVE DISPUTE RESOLUTION	4	1	100,00%	3	0,0
BAN ON FOREIGN BUYERS	4	1	100,00%	4	0,0
BILL ENGLISH	4	1	100,00%	2	0,0
CBD TO THE AIRPORT	4	1	100,00%	4	0,0
CENTRAL AUCKLAND	4	1	100,00%	2	0,0
CHIEF EXECUTIVE	4	1	100,00%	2	0,0
CLIMATE CHANGE	4	1	100,00%	2	0,0
COLLEGES UNIVERSITIES	4	1	100,00%	2	0,0
COMMERCE DEPARTMENTS	4	1	100,00%	2	0,0
DISCUSSION DOCUMENT	4	1	100,00%	2	0,0

Description of Prime Minister Ardern in the Newspaper

	FREQUENCY	NO. CASES	% CASES	LENGTH	TF · IDF
DONALD TRUMP	4	1	100,00%	2	0,0
EMPLOYMENT RATE	4	1	100,00%	2	0,0
EMPLOYMENT RATES	4	1	100,00%	2	0,0
FOREIGN OWNED REAL ESTATE REAL	4	1	100,00%	5	0,0
FULL EMPLOYMENT	4	1	100,00%	2	0,0
FUTURE GOVERNMENT	4	1	100,00%	2	0,0
HELEN CLARK	4	1	100,00%	2	0,0
HOUSE PRICES	4	1	100,00%	2	0,0
HOUSING AFFORDABILITY HOUSING	4	1	100,00%	3	0,0
LAND USE PLANNING	4	1	100,00%	3	0,0
MINI BUDGET	4	1	100,00%	2	0,0
NET MIGRATION	4	1	100,00%	2	0,0
NOVEMBER END OF DOCUMENT	4	1	100,00%	4	0,0
PATRICK GOWER	4	1	100,00%	2	0,0
PORTS OF AUCKLAND	4	1	100,00%	3	0,0
POWERFUL WOMAN	4	1	100,00%	2	0,0
QUEEN ST	4	1	100,00%	2	0,0
RAIL LINE	4	1	100,00%	2	0,0
STAMP DUTY	4	1	100,00%	2	0,0
STATUS QUO	4	1	100,00%	2	0,0
TAXES TAXATION	4	1	100,00%	2	0,0
TENS OF THOUSANDS OF HOMES	4	1	100,00%	5	0,0
TPP AGREEMENT	4	1	100,00%	2	0,0
TRADE MINISTER	4	1	100,00%	2	0,0
TRANS PACIFIC PARTNERSHIP TPP	4	1	100,00%	4	0,0
TRANSPORT INFRASTRUCTURE	4	1	100,00%	2	0,0
TRANSPORT MINISTER PHIL TWYFORD	4	1	100,00%	4	0,0
UNITED NATIONS	4	1	100,00%	2	0,0
ABLE TO BUY	3	1	100,00%	3	0,0
ANGELA MERKEL	3	1	100,00%	2	0,0
ASIA PACIFIC	3	1	100,00%	2	0,0
AUCKLAND TRANSPORT ALIGNMENT PROJECT ATAP	3	1	100,00%	5	0,0
AUDREY YOUNG	3	1	100,00%	2	0,0
BAN ON HOUSE SALES	3	1	100,00%	4	0,0
BANNING FOREIGN BUYERS	3	1	100,00%	3	0,0

Description of Prime Minister Ardern in the Newspaper

	FREQUENCY	NO. CASES	% CASES	LENGTH	TF · IDF
BULL CLOSE	3	1	100,00%	2	0,0
BUYING HOUSES	3	1	100,00%	2	0,0
CABINET MEETING	3	1	100,00%	2	0,0
CAMPAIGNS ELECTIONS	3	1	100,00%	2	0,0
CENT OF EMPLOYERS	3	1	100,00%	3	0,0
CENTRAL BANKS	3	1	100,00%	2	0,0
CENTRED ROUND THE SMALL SETTLEMENT	3	1	100,00%	5	0,0
CITIES CITY	3	1	100,00%	2	0,0
CITY GOVERNMENT GOVERNMENT	3	1	100,00%	3	0,0
CITY OF RESIDENTS	3	1	100,00%	3	0,0
COALITION AGREEMENTS	3	1	100,00%	2	0,0
CONFIDENCE AND SUPPLY AGREEMENT	3	1	100,00%	4	0,0
COSTS AND HOW TO PLUG	3	1	100,00%	5	0,0
COUNCIL AND RENEGOTIATE A JOINT	3	1	100,00%	5	0,0
DETENTION CENTRE	3	1	100,00%	2	0,0
DETERMINE THE GOVERNMENT	3	1	100,00%	3	0,0
EARLIER THIS YEAR	3	1	100,00%	3	0,0
ELECTION CAMPAIGN	3	1	100,00%	2	0,0
ENTRY INTO FORCE	3	1	100,00%	3	0,0
ENVIRONMENTAL TECHNOLOGY	3	1	100,00%	2	0,0
EUROPEAN UNION	3	1	100,00%	2	0,0
EXISTING HOUSES	3	1	100,00%	2	0,0
EXTRA PRESSURE	3	1	100,00%	2	0,0
FOREIGN AFFAIRS	3	1	100,00%	2	0,0
FOREIGNERS BUYING	3	1	100,00%	2	0,0
FREE TRADE AGREEMENT	3	1	100,00%	3	0,0
FREE TRADE TREATIES AGREEMENTS	3	1	100,00%	4	0,0
FUND A MULTIBILLION DOLLAR INVESTMENT	3	1	100,00%	5	0,0
GOVERNMENT COUNCIL YEAR TRANSPORT PLAN	3	1	100,00%	5	0,0
GOVERNMENT PUBLIC ADMINISTRATION GOVERNMENT.	3	1	100,00%	5	0,0
GOVERNMENT WILL CHANGE THE LAW	3	1	100,00%	5	0,0
HOUSING CRISIS	3	1	100,00%	2	0,0
HOUSING ISSUES	3	1	100,00%	2	0,0
HOUSING MINISTER	3	1	100,00%	2	0,0
INTERESTED IN WORK	3	1	100,00%	3	0,0

Description of Prime Minister Ardern in the Newspaper

	FREQUENCY	NO. CASES	% CASES	LENGTH	TF · IDF
INTRODUCE A REGIONAL PETROL TAX	3	1	100,00%	5	0,0
INVESTOR STATE DISPUTE SETTLEMENT	3	1	100,00%	4	0,0
JOINT GOVERNMENT COUNCIL YEAR TRANSPORT	3	1	100,00%	5	0,0
LABOUR LEADER	3	1	100,00%	2	0,0
LABOUR NZ	3	1	100,00%	2	0,0
LAND INFORMATION	3	1	100,00%	2	0,0
LARGE SCALE	3	1	100,00%	2	0,0
LAW TO ALLOW AUCKLAND COUNCIL	3	1	100,00%	5	0,0
LONG TERM	3	1	100,00%	2	0,0
MIKE HOSKING	3	1	100,00%	2	0,0
NEGOTIATING POSITION	3	1	100,00%	2	0,0
NORTH OF PUKEKOHE	3	1	100,00%	3	0,0
NOVEMBER THURSDAY	3	1	100,00%	2	0,0
NOVEMBER WEDNESDAY	3	1	100,00%	2	0,0
OCTOBER SUNDAY	3	1	100,00%	2	0,0
PACIFIC ECONOMIC	3	1	100,00%	2	0,0
PLAN TO BUILD	3	1	100,00%	3	0,0
PLUG A B FUNDING GAP	3	1	100,00%	5	0,0
POLLS SURVEYS	3	1	100,00%	2	0,0
PRESIDENTIAL CANDIDATES US PRESIDENTIAL CANDID	3	1	100,00%	5	0,0
PRESS CONFERENCE	3	1	100,00%	2	0,0
PRESS CONFERENCES	3	1	100,00%	2	0,0
PRICE CHANGES PRICE INCREASES	3	1	100,00%	4	0,0
PROPERTY MARKET	3	1	100,00%	2	0,0
PUBLIC ADMINISTRATION GOVERNMENT ADVISORS MINI	3	1	100,00%	5	0,0
RADICAL CHANGE	3	1	100,00%	2	0,0
REGULATION POLICY	3	1	100,00%	2	0,0
RENEGOTIATE A JOINT GOVERNMENT COUNCIL	3	1	100,00%	5	0,0
SATELLITE CITY CENTRED ROUND	3	1	100,00%	4	0,0
SHARE OF THE COSTS	3	1	100,00%	4	0,0
SMALL SETTLEMENT OF PAERATA	3	1	100,00%	4	0,0
STATE DEPARTMENTS FOREIGN SERVICES	3	1	100,00%	4	0,0
STATE OWNED	3	1	100,00%	2	0,0
STEVEN JOYCE	3	1	100,00%	2	0,0
TALKS MEETINGS	3	1	100,00%	2	0,0

Description of Prime Minister Ardern in the Newspaper

	FREQUENCY	NO. CASES	% CASES	LENGTH	TF · IDF
LABOUR LEADER	3	1	100,00%	2	0,0
LABOUR NZ	3	1	100,00%	2	0,0
LAND INFORMATION	3	1	100,00%	2	0,0
LARGE SCALE	3	1	100,00%	2	0,0
LAW TO ALLOW AUCKLAND COUNCIL	3	1	100,00%	5	0,0
LONG TERM	3	1	100,00%	2	0,0
MIKE HOSKING	3	1	100,00%	2	0,0
NEGOTIATING POSITION	3	1	100,00%	2	0,0
NORTH OF PUKEKOHE	3	1	100,00%	3	0,0
NOVEMBER THURSDAY	3	1	100,00%	2	0,0
NOVEMBER WEDNESDAY	3	1	100,00%	2	0,0
OCTOBER SUNDAY	3	1	100,00%	2	0,0
PACIFIC ECONOMIC	3	1	100,00%	2	0,0
PLAN TO BUILD	3	1	100,00%	3	0,0
PLUG A B FUNDING GAP	3	1	100,00%	5	0,0
POLLS SURVEYS	3	1	100,00%	2	0,0
PRESIDENTIAL CANDIDATES US PRESIDENTIAL CANDID	3	1	100,00%	5	0,0
PRESS CONFERENCE	3	1	100,00%	2	0,0
PRESS CONFERENCES	3	1	100,00%	2	0,0
PRICE CHANGES PRICE INCREASES	3	1	100,00%	4	0,0
PROPERTY MARKET	3	1	100,00%	2	0,0
PUBLIC ADMINISTRATION GOVERNMENT ADVISORS MINI	3	1	100,00%	5	0,0
RADICAL CHANGE	3	1	100,00%	2	0,0
REGULATION POLICY	3	1	100,00%	2	0,0
RENEGOTIATE A JOINT GOVERNMENT COUNCIL	3	1	100,00%	5	0,0
SATELLITE CITY CENTRED ROUND	3	1	100,00%	4	0,0
SHARE OF THE COSTS	3	1	100,00%	4	0,0
SMALL SETTLEMENT OF PAERATA	3	1	100,00%	4	0,0
STATE DEPARTMENTS FOREIGN SERVICES	3	1	100,00%	4	0,0
STATE OWNED	3	1	100,00%	2	0,0
STEVEN JOYCE	3	1	100,00%	2	0,0
TALKS MEETINGS	3	1	100,00%	2	0,0
TIM GROSER	3	1	100,00%	2	0,0
WAGES SALARIES	3	1	100,00%	2	0,0
ZEALAND HOMES	3	1	100,00%	2	0,0

B Corpus 2

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B1 Corpus 2 Words

	FREQUENCY	% SHOWN	% PROCESSED	% TOTAL	NO. CASES	% CASES	TF ● IDF
ZEALAND	89	5,52%	1,85%	0,88%	1	100,00%	0,0
ARDERN	66	4,09%	1,37%	0,66%	1	100,00%	0,0
GOVERNMENT	60	3,72%	1,25%	0,60%	1	100,00%	0,0
MINISTER	46	2,85%	0,96%	0,46%	1	100,00%	0,0
PRIME	45	2,79%	0,93%	0,45%	1	100,00%	0,0
HEALTH	41	2,54%	0,85%	0,41%	1	100,00%	0,0
DEAL	34	2,11%	0,71%	0,34%	1	100,00%	0,0
MENTAL	32	1,98%	0,66%	0,32%	1	100,00%	0,0
PUBLIC	31	1,92%	0,64%	0,31%	1	100,00%	0,0
ENGLISH	29	1,80%	0,60%	0,29%	1	100,00%	0,0
HERALD	28	1,74%	0,58%	0,28%	1	100,00%	0,0
TRADE	28	1,74%	0,58%	0,28%	1	100,00%	0,0
NEWS	27	1,67%	0,56%	0,27%	1	100,00%	0,0
JANUARY	26	1,61%	0,54%	0,26%	1	100,00%	0,0
TPP	26	1,61%	0,54%	0,26%	1	100,00%	0,0
JACINDA	25	1,55%	0,52%	0,25%	1	100,00%	0,0
TIME	25	1,55%	0,52%	0,25%	1	100,00%	0,0
BABY	20	1,24%	0,42%	0,20%	1	100,00%	0,0
CANADA	19	1,18%	0,39%	0,19%	1	100,00%	0,0
NATIONAL	19	1,18%	0,39%	0,19%	1	100,00%	0,0
STATE	19	1,18%	0,39%	0,19%	1	100,00%	0,0
BILL	18	1,12%	0,37%	0,18%	1	100,00%	0,0
COUNTRY	18	1,12%	0,37%	0,18%	1	100,00%	0,0
HOUSE	18	1,12%	0,37%	0,18%	1	100,00%	0,0
MINISTERS	18	1,12%	0,37%	0,18%	1	100,00%	0,0
LEADER	17	1,05%	0,35%	0,17%	1	100,00%	0,0
PEOPLE	17	1,05%	0,35%	0,17%	1	100,00%	0,0
TRUMP	17	1,05%	0,35%	0,17%	1	100,00%	0,0
YEAR	17	1,05%	0,35%	0,17%	1	100,00%	0,0
GAYFORD	16	0,99%	0,33%	0,16%	1	100,00%	0,0
SERVICES	16	0,99%	0,33%	0,16%	1	100,00%	0,0
WOMEN	16	0,99%	0,33%	0,16%	1	100,00%	0,0
PARTY	15	0,93%	0,31%	0,15%	1	100,00%	0,0

Description of Prime Minister Ardern in the Newspaper

	FREQUENCY	% SHOWN	% PROCESSED	% TOTAL	NO. CASES	% CASES	TF ● IDF
PETERS	15	0,93%	0,31%	0,15%	1	100,00%	0,0
UNITED	15	0,93%	0,31%	0,15%	1	100,00%	0,0
CHILD	14	0,87%	0,29%	0,14%	1	100,00%	0,0
END	14	0,87%	0,29%	0,14%	1	100,00%	0,0
STATES	14	0,87%	0,29%	0,14%	1	100,00%	0,0
AFTER	13	0,81%	0,27%	0,13%	1	100,00%	0,0
CLARKE	13	0,81%	0,27%	0,13%	1	100,00%	0,0
CONGRATULATIONS	13	0,81%	0,27%	0,13%	1	100,00%	0,0
COPYRIGHT	13	0,81%	0,27%	0,13%	1	100,00%	0,0
DATE	13	0,81%	0,27%	0,13%	1	100,00%	0,0
FOREIGN	13	0,81%	0,27%	0,13%	1	100,00%	0,0
HOME	13	0,81%	0,27%	0,13%	1	100,00%	0,0
INQUIRY	13	0,81%	0,27%	0,13%	1	100,00%	0,0
LABOUR	13	0,81%	0,27%	0,13%	1	100,00%	0,0
PREGNANCY	13	0,81%	0,27%	0,13%	1	100,00%	0,0
RIGHTS	13	0,81%	0,27%	0,13%	1	100,00%	0,0
SECTION	13	0,81%	0,27%	0,13%	1	100,00%	0,0
SUBJECT	13	0,81%	0,27%	0,13%	1	100,00%	0,0
TARGETS	13	0,81%	0,27%	0,13%	1	100,00%	0,0
BODY	12	0,74%	0,25%	0,12%	1	100,00%	0,0
BULL	12	0,74%	0,25%	0,12%	1	100,00%	0,0
CLASSIFICATION	12	0,74%	0,25%	0,12%	1	100,00%	0,0
DOCUMENT	12	0,74%	0,25%	0,12%	1	100,00%	0,0
FAMILY	12	0,74%	0,25%	0,12%	1	100,00%	0,0
GENERAL	12	0,74%	0,25%	0,12%	1	100,00%	0,0
JAPAN	12	0,74%	0,25%	0,12%	1	100,00%	0,0
LANGUAGE	12	0,74%	0,25%	0,12%	1	100,00%	0,0
LENGTH	12	0,74%	0,25%	0,12%	1	100,00%	0,0
LOAD	12	0,74%	0,25%	0,12%	1	100,00%	0,0
NEWSPAPER	12	0,74%	0,25%	0,12%	1	100,00%	0,0
PARTNER	12	0,74%	0,25%	0,12%	1	100,00%	0,0
POLITICAL	12	0,74%	0,25%	0,12%	1	100,00%	0,0
PUBLICATION	12	0,74%	0,25%	0,12%	1	100,00%	0,0

Description of Prime Minister Ardern in the Newspaper

	FREQUENCY	% SHOWN	% PROCESSED	% TOTAL	NO. CASES	% CASES	TF • IDF
GENERAL	12	0,74%	0,25%	0,12%	1	100,00%	0,0
JAPAN	12	0,74%	0,25%	0,12%	1	100,00%	0,0
LANGUAGE	12	0,74%	0,25%	0,12%	1	100,00%	0,0
LENGTH	12	0,74%	0,25%	0,12%	1	100,00%	0,0
LOAD	12	0,74%	0,25%	0,12%	1	100,00%	0,0
NEWSPAPER	12	0,74%	0,25%	0,12%	1	100,00%	0,0
PARTNER	12	0,74%	0,25%	0,12%	1	100,00%	0,0
POLITICAL	12	0,74%	0,25%	0,12%	1	100,00%	0,0
PUBLICATION	12	0,74%	0,25%	0,12%	1	100,00%	0,0
RESERVED	12	0,74%	0,25%	0,12%	1	100,00%	0,0
TYPE	12	0,74%	0,25%	0,12%	1	100,00%	0,0
WORDS	12	0,74%	0,25%	0,12%	1	100,00%	0,0
AGREEMENTS	11	0,68%	0,23%	0,11%	1	100,00%	0,0
CHILE	11	0,68%	0,23%	0,11%	1	100,00%	0,0
COALITION	11	0,68%	0,23%	0,11%	1	100,00%	0,0
GEOGRAPHIC	11	0,68%	0,23%	0,11%	1	100,00%	0,0
MAKE	11	0,68%	0,23%	0,11%	1	100,00%	0,0
PACIFIC	11	0,68%	0,23%	0,11%	1	100,00%	0,0
SUPPORT	11	0,68%	0,23%	0,11%	1	100,00%	0,0
ANNOUNCEMENT	10	0,62%	0,21%	0,10%	1	100,00%	0,0
AUSTRALIA	10	0,62%	0,21%	0,10%	1	100,00%	0,0
CHANGE	10	0,62%	0,21%	0,10%	1	100,00%	0,0
CLARK	10	0,62%	0,21%	0,10%	1	100,00%	0,0
DAY	10	0,62%	0,21%	0,10%	1	100,00%	0,0
HEADS	10	0,62%	0,21%	0,10%	1	100,00%	0,0
INDUSTRY	10	0,62%	0,21%	0,10%	1	100,00%	0,0
INTERNATIONAL	10	0,62%	0,21%	0,10%	1	100,00%	0,0
PART	10	0,62%	0,21%	0,10%	1	100,00%	0,0
PERSON	10	0,62%	0,21%	0,10%	1	100,00%	0,0
POVERTY	10	0,62%	0,21%	0,10%	1	100,00%	0,0
SERVICE	10	0,62%	0,21%	0,10%	1	100,00%	0,0
WEEK	10	0,62%	0,21%	0,10%	1	100,00%	0,0
WORLD	10	0,62%	0,21%	0,10%	1	100,00%	0,0

B2 Corpus 2 Phrases

	FREQUENCY	NO. CASES	% CASES	LENGTH	TF · IDF
PRIME MINISTER	33	1	100,00%	2	0,0
MENTAL HEALTH	30	1	100,00%	2	0,0
ZEALAND HERALD	24	1	100,00%	2	0,0
JACINDAARDERN	21	1	100,00%	2	0,0
UNITED STATES	14	1	100,00%	2	0,0
COPYRIGHT THE NEW ZEALAND HERALD	12	1	100,00%	5	0,0
JANUARY END OF DOCUMENT	12	1	100,00%	4	0,0
LOAD DATE	12	1	100,00%	2	0,0
PRIME MINISTERS	12	1	100,00%	2	0,0
PUBLICATION TYPE	12	1	100,00%	2	0,0
BILL ENGLISH	11	1	100,00%	2	0,0
CLARKE GAYFORD	9	1	100,00%	2	0,0
HEADS OF STATE GOVERNMENT	9	1	100,00%	4	0,0
PRESIDENTIAL CANDIDATES	9	1	100,00%	2	0,0
PUBLIC SERVICE	9	1	100,00%	2	0,0
PRIME MINISTER JACINDAARDERN	8	1	100,00%	4	0,0
DONALD TRUMP	7	1	100,00%	2	0,0
PREGNANCY CHILDBIRTH	6	1	100,00%	2	0,0
PRESIDENTIAL CANDIDATES US PRESIDENTIAL CAI	6	1	100,00%	5	0,0
WINSTON PETERS	6	1	100,00%	2	0,0
CHILD POVERTY	5	1	100,00%	2	0,0
FOREIGN MINISTER	5	1	100,00%	2	0,0
GREEN PARTY	5	1	100,00%	2	0,0
PREVIOUS GOVERNMENT	5	1	100,00%	2	0,0
RHEUMATIC FEVER	5	1	100,00%	2	0,0
STAY AT HOME	5	1	100,00%	3	0,0
TRADE TREATIES AGREEMENTS	5	1	100,00%	3	0,0
ZEALAND LOAD DATE	5	1	100,00%	3	0,0
ARDERN ANNOUNCED	4	1	100,00%	2	0,0
HELEN CLARK	4	1	100,00%	2	0,0
INTERNATIONAL RELATIONS NATIONAL SECURITY	4	1	100,00%	4	0,0
JANUARY FRIDAY	4	1	100,00%	2	0,0
JUSTIN TRUDEAU	4	1	100,00%	2	0,0
MENTAL HEALTH AND ADDICTION	4	1	100,00%	4	0,0
PARTNER CLARKE GAYFORD	4	1	100,00%	3	0,0

Description of Prime Minister Ardern in the Newspaper

	FREQUENCY	NO. CASES	% CASES	LENGTH	TF • IDF
MENTAL HEALTH AND ADDICTION	4	1	100,00%	4	0,0
PARTNER CLARKE GAYFORD	4	1	100,00%	3	0,0
PUBLIC SERVICES	4	1	100,00%	2	0,0
REVISED TPP	4	1	100,00%	2	0,0
STATE DEPARTMENTS FOREIGN SERVICES	4	1	100,00%	4	0,0
TALKS MEETINGS	4	1	100,00%	2	0,0
TIME AS A HOUSE HUSBAND	4	1	100,00%	5	0,0
TRANS PACIFIC PARTNERSHIP	4	1	100,00%	3	0,0
WONDERFUL NEWS	4	1	100,00%	2	0,0
ACTING PRIME MINISTER	3	1	100,00%	3	0,0
BILL ENGLISH GEOGRAPHIC	3	1	100,00%	3	0,0
BRUNEI DARUSSALAM	3	1	100,00%	2	0,0
COMPREHENSIVE AND PROGRESSIVE	3	1	100,00%	3	0,0
EXISTING HOUSES	3	1	100,00%	2	0,0
INTRODUCE LEGISLATION	3	1	100,00%	2	0,0
INVESTOR STATE DISPUTE SETTLEMENT	3	1	100,00%	4	0,0
JANUARY SATURDAY	3	1	100,00%	2	0,0
JOHN KEY	3	1	100,00%	2	0,0
LEADER JAMES SHAW	3	1	100,00%	3	0,0
MENTAL HEALTH COMMISSION	3	1	100,00%	3	0,0
MINISTERIAL INQUIRY INTO MENTAL HEALTH	3	1	100,00%	5	0,0
NATIONAL PARTY	3	1	100,00%	2	0,0
NEWSTALK ZB	3	1	100,00%	2	0,0
PARTY LEADERS	3	1	100,00%	2	0,0
PREGNANCY CHILDBIRTH PRIME MINISTERS	3	1	100,00%	4	0,0
PUBLIC SERVANTS	3	1	100,00%	2	0,0
REST OF THE WORLD	3	1	100,00%	4	0,0
SOCIAL MEDIA	3	1	100,00%	2	0,0
TARGET TO REDUCE	3	1	100,00%	3	0,0
TRADE DEAL	3	1	100,00%	2	0,0
TRADE MINISTER	3	1	100,00%	2	0,0
TV SHOW	3	1	100,00%	2	0,0
YOUNG WOMEN	3	1	100,00%	2	0,0
ZEALAND FIRST LEADER WINSTON PETERS	3	1	100,00%	5	0,0

C Corpus 3

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C1 Corpus 3 Words

/	FREQUENCY	% SHOWN	% PROCESSED	% TOTAL	NO. CASES	% CASES	TF • IDF
ARDERN	41	7,30%	1,31%	0,59%	1	100,00%	0,0
GOVERNMENT	27	4,80%	0,86%	0,39%	1	100,00%	0,0
POLICE	27	4,80%	0,86%	0,39%	1	100,00%	0,0
ZEALAND	27	4,80%	0,86%	0,39%	1	100,00%	0,0
HAUMAHA	26	4,63%	0,83%	0,38%	1	100,00%	0,0
HEALTH	24	4,27%	0,76%	0,35%	1	100,00%	0,0
HERALD	21	3,74%	0,67%	0,30%	1	100,00%	0,0
MENTAL	20	3,56%	0,64%	0,29%	1	100,00%	0,0
MINISTER	18	3,20%	0,57%	0,26%	1	100,00%	0,0
WORK	18	3,20%	0,57%	0,26%	1	100,00%	0,0
JUSTICE	16	2,85%	0,51%	0,23%	1	100,00%	0,0
NEVE	16	2,85%	0,51%	0,23%	1	100,00%	0,0
PARTY	16	2,85%	0,51%	0,23%	1	100,00%	0,0
PEOPLE	16	2,85%	0,51%	0,23%	1	100,00%	0,0
PRIME	16	2,85%	0,51%	0,23%	1	100,00%	0,0
PROJECT	16	2,85%	0,51%	0,23%	1	100,00%	0,0
LABOUR	15	2,67%	0,48%	0,22%	1	100,00%	0,0
MAKE	15	2,67%	0,48%	0,22%	1	100,00%	0,0
NATIONAL	15	2,67%	0,48%	0,22%	1	100,00%	0,0
MPS	14	2,49%	0,45%	0,20%	1	100,00%	0,0
TIME	14	2,49%	0,45%	0,20%	1	100,00%	0,0
BILL	13	2,31%	0,41%	0,19%	1	100,00%	0,0
AUGUST	12	2,14%	0,38%	0,17%	1	100,00%	0,0
JACINDA	12	2,14%	0,38%	0,17%	1	100,00%	0,0
WORKING	12	2,14%	0,38%	0,17%	1	100,00%	0,0
YEARS	12	2,14%	0,38%	0,17%	1	100,00%	0,0
BRR	11	1,96%	0,35%	0,16%	1	100,00%	0,0
MINISTRY	11	1,96%	0,35%	0,16%	1	100,00%	0,0
PETERS	11	1,96%	0,35%	0,16%	1	100,00%	0,0
BULLYING	10	1,78%	0,32%	0,14%	1	100,00%	0,0
GAYFORD	10	1,78%	0,32%	0,14%	1	100,00%	0,0
INQUIRY	10	1,78%	0,32%	0,14%	1	100,00%	0,0
SERVICES	10	1,78%	0,32%	0,14%	1	100,00%	0,0

Description of Prime Minister Ardern in the Newspaper

	FREQUENCY	% SHOWN	% PROCESSED	% TOTAL	NO. CASES	% CASES	TF ● IDF
BABY	9	0,36%	0,29%	0,13%	1	100,00%	0,0
CENT	9	0,36%	0,29%	0,13%	1	100,00%	0,0
COMMISSIONER	9	0,36%	0,29%	0,13%	1	100,00%	0,0
CORRECTIONS	9	0,36%	0,29%	0,13%	1	100,00%	0,0
DEPUTY	9	0,36%	0,29%	0,13%	1	100,00%	0,0
STAFF	9	0,36%	0,29%	0,13%	1	100,00%	0,0
SUPPORT	9	0,36%	0,29%	0,13%	1	100,00%	0,0
TEAM	9	0,36%	0,29%	0,13%	1	100,00%	0,0
WOMEN	9	0,36%	0,29%	0,13%	1	100,00%	0,0
COMMUNITY	8	0,32%	0,25%	0,12%	1	100,00%	0,0
DAY	8	0,32%	0,25%	0,12%	1	100,00%	0,0
END	8	0,32%	0,25%	0,12%	1	100,00%	0,0
ENGLISH	8	0,32%	0,25%	0,12%	1	100,00%	0,0
LOAD	8	0,32%	0,25%	0,12%	1	100,00%	0,0
NEWS	8	0,32%	0,25%	0,12%	1	100,00%	0,0
PARLIAMENT	8	0,32%	0,25%	0,12%	1	100,00%	0,0
THING	8	0,32%	0,25%	0,12%	1	100,00%	0,0
AFTER	7	0,28%	0,22%	0,10%	1	100,00%	0,0
ALLEGATIONS	7	0,28%	0,22%	0,10%	1	100,00%	0,0
FEEL	7	0,28%	0,22%	0,10%	1	100,00%	0,0
GENERAL	7	0,28%	0,22%	0,10%	1	100,00%	0,0
GOOD	7	0,28%	0,22%	0,10%	1	100,00%	0,0
GREENS	7	0,28%	0,22%	0,10%	1	100,00%	0,0
GUILT	7	0,28%	0,22%	0,10%	1	100,00%	0,0
HOUSE	7	0,28%	0,22%	0,10%	1	100,00%	0,0
ISSUES	7	0,28%	0,22%	0,10%	1	100,00%	0,0
NZ	7	0,28%	0,22%	0,10%	1	100,00%	0,0
RIGHTS	7	0,28%	0,22%	0,10%	1	100,00%	0,0
SUBJECT	7	0,28%	0,22%	0,10%	1	100,00%	0,0
TEACHERS	7	0,28%	0,22%	0,10%	1	100,00%	0,0
ASKED	6	0,24%	0,19%	0,09%	1	100,00%	0,0
BODY	6	0,24%	0,19%	0,09%	1	100,00%	0,0
BUSINESS	6	0,24%	0,19%	0,09%	1	100,00%	0,0

Description of Prime Minister Ardern in the Newspaper

/	FREQUENCY	% SHOWN	% PROCESSED	% TOTAL	NO. CASES	% CASES	TF ● IDF
CLARK	6	0,24%	0,19%	0,09%	1	100,00%	0,0
CLASSIFICATION	6	0,24%	0,19%	0,09%	1	100,00%	0,0
CONFIDENCE	6	0,24%	0,19%	0,09%	1	100,00%	0,0
COPYRIGHT	6	0,24%	0,19%	0,09%	1	100,00%	0,0
DATE	6	0,24%	0,19%	0,09%	1	100,00%	0,0
DOCUMENT	6	0,24%	0,19%	0,09%	1	100,00%	0,0
ECONOMIC	6	0,24%	0,19%	0,09%	1	100,00%	0,0
GEOGRAPHIC	6	0,24%	0,19%	0,09%	1	100,00%	0,0
JOB	6	0,24%	0,19%	0,09%	1	100,00%	0,0B
LANGUAGE	6	0,24%	0,19%	0,09%	1	100,00%	0,0
LAW	6	0,24%	0,19%	0,09%	1	100,00%	0,0W
LEADER	6	0,24%	0,19%	0,09%	1	100,00%	0,0
LEFT	6	0,24%	0,19%	0,09%	1	100,00%	0,0
LENGTH	6	0,24%	0,19%	0,09%	1	100,00%	0,0
MEDIA	6	0,24%	0,19%	0,09%	1	100,00%	0,0
MP	6	0,24%	0,19%	0,09%	1	100,00%	0,0
NEWSPAPER	6	0,24%	0,19%	0,09%	1	100,00%	0,0
POOR	6	0,24%	0,19%	0,09%	1	100,00%	0,0
POVERTY	6	0,24%	0,19%	0,09%	1	100,00%	0,0
PUBLICATION	6	0,24%	0,19%	0,09%	1	100,00%	0,0
REAL	6	0,24%	0,19%	0,09%	1	100,00%	0,0
RESERVED	6	0,24%	0,19%	0,09%	1	100,00%	0,0
RETURN	6	0,24%	0,19%	0,09%	1	100,00%	0,0
ROLE	6	0,24%	0,19%	0,09%	1	100,00%	0,0
SCHOOLS	6	0,24%	0,19%	0,09%	1	100,00%	0,0
SECTION	6	0,24%	0,19%	0,09%	1	100,00%	0,0
THINGS	6	0,24%	0,19%	0,09%	1	100,00%	0,0
TYPE	6	0,24%	0,19%	0,09%	1	100,00%	0,0
WAGE	6	0,24%	0,19%	0,09%	1	100,00%	0,0
WELLINGTON	6	0,24%	0,19%	0,09%	1	100,00%	0,0
WORDS	6	0,24%	0,19%	0,09%	1	100,00%	0,0
ABLE	5	0,20%	0,16%	0,07%	1	100,00%	0,0
ADDICTION	5	0,20%	0,16%	0,07%	1	100,00%	0,0

Description of Prime Minister Ardern in the Newspaper

/	FREQUENCY	% SHOWN	% PROCESSED	% TOTAL	NO. CASES	% CASES	TF • IDF
BENEFIT	5	0,20%	0,16%	0,07%	1	100,00%	0,0
CARE	5	0,20%	0,16%	0,07%	1	100,00%	0,0
CLEMENT	5	0,20%	0,16%	0,07%	1	100,00%	0,0
COMPLAINT	5	0,20%	0,16%	0,07%	1	100,00%	0,0
CRISIS	5	0,20%	0,16%	0,07%	1	100,00%	0,0
ELECTION	5	0,20%	0,16%	0,07%	1	100,00%	0,0
FAMILY	5	0,20%	0,16%	0,07%	1	100,00%	0,0
INFORMATION	5	0,20%	0,16%	0,07%	1	100,00%	0,0
JUMPING	5	0,20%	0,16%	0,07%	1	100,00%	0,0
LEGISLATION	5	0,20%	0,16%	0,07%	1	100,00%	0,0
MINISTERS	5	0,20%	0,16%	0,07%	1	100,00%	0,0
MOTHERHOOD	5	0,20%	0,16%	0,07%	1	100,00%	0,0
OFFICE	5	0,20%	0,16%	0,07%	1	100,00%	0,0
OGRE	5	0,20%	0,16%	0,07%	1	100,00%	0,0
OIL	5	0,20%	0,16%	0,07%	1	100,00%	0,0
PARENTS	5	0,20%	0,16%	0,07%	1	100,00%	0,0
PORIRUA	5	0,20%	0,16%	0,07%	1	100,00%	0,0
POWER	5	0,20%	0,16%	0,07%	1	100,00%	0,0
PROVIDE	5	0,20%	0,16%	0,07%	1	100,00%	0,0
RAISED	5	0,20%	0,16%	0,07%	1	100,00%	0,0
SENIOR	5	0,20%	0,16%	0,07%	1	100,00%	0,0
SUPPORTED	5	0,20%	0,16%	0,07%	1	100,00%	0,0
TAKING	5	0,20%	0,16%	0,07%	1	100,00%	0,0
TEACHING	5	0,20%	0,16%	0,07%	1	100,00%	0,0
WAKA	5	0,20%	0,16%	0,07%	1	100,00%	0,0
WEEK	5	0,20%	0,16%	0,07%	1	100,00%	0,0
WINSTON	5	0,20%	0,16%	0,07%	1	100,00%	0,0
ALLOWED	4	0,16%	0,13%	0,06%	1	100,00%	0,0
BIG	4	0,16%	0,13%	0,06%	1	100,00%	0,0
BIGGEST	4	0,16%	0,13%	0,06%	1	100,00%	0,0
BILLION	4	0,16%	0,13%	0,06%	1	100,00%	0,0
CHILDREN	4	0,16%	0,13%	0,06%	1	100,00%	0,0
COALITION	4	0,16%	0,13%	0,06%	1	100,00%	0,0

Description of Prime Minister Ardern in the Newspaper

	FREQUENCY	% SHOWN	% PROCESSED	% TOTAL	NO. CASES	% CASES	TF • IDF
COMMENT	4	0,16%	0,13%	0,06%	1	100,00%	0,0
COMMENTS	4	0,16%	0,13%	0,06%	1	100,00%	0,0
CURRENT	4	0,16%	0,13%	0,06%	1	100,00%	0,0
DOOR	4	0,16%	0,13%	0,06%	1	100,00%	0,0
ECONOMY	4	0,16%	0,13%	0,06%	1	100,00%	0,0
EDUCATION	4	0,16%	0,13%	0,06%	1	100,00%	0,0
EXPECTED	4	0,16%	0,13%	0,06%	1	100,00%	0,0
EXPLORATION	4	0,16%	0,13%	0,06%	1	100,00%	0,0
FACILITY	4	0,16%	0,13%	0,06%	1	100,00%	0,0
FINANCE	4	0,16%	0,13%	0,06%	1	100,00%	0,0
GAS	4	0,16%	0,13%	0,06%	1	100,00%	0,0
HEADQUARTERS	4	0,16%	0,13%	0,06%	1	100,00%	0,0
HOUSING	4	0,16%	0,13%	0,06%	1	100,00%	0,0
INDUSTRY	4	0,16%	0,13%	0,06%	1	100,00%	0,0
JOHN	4	0,16%	0,13%	0,06%	1	100,00%	0,0
JOINT	4	0,16%	0,13%	0,06%	1	100,00%	0,0
KEY	4	0,16%	0,13%	0,06%	1	100,00%	0,0
LEAVE	4	0,16%	0,13%	0,06%	1	100,00%	0,0
LIFE	4	0,16%	0,13%	0,06%	1	100,00%	0,0
LIVE	4	0,16%	0,13%	0,06%	1	100,00%	0,0
LONG	4	0,16%	0,13%	0,06%	1	100,00%	0,0
MAKING	4	0,16%	0,13%	0,06%	1	100,00%	0,0
MANAGERS	4	0,16%	0,13%	0,06%	1	100,00%	0,0
MATTER	4	0,16%	0,13%	0,06%	1	100,00%	0,0
MIDDLE	4	0,16%	0,13%	0,06%	1	100,00%	0,0
PEACOCK	4	0,16%	0,13%	0,06%	1	100,00%	0,0
PNHQ	4	0,16%	0,13%	0,06%	1	100,00%	0,0
POLICY	4	0,16%	0,13%	0,06%	1	100,00%	0,0
POLITICAL	4	0,16%	0,13%	0,06%	1	100,00%	0,0
POLITICS	4	0,16%	0,13%	0,06%	1	100,00%	0,0
POONAMI	4	0,16%	0,13%	0,06%	1	100,00%	0,0
RAGE	4	0,16%	0,13%	0,06%	1	100,00%	0,0
RISE	4	0,16%	0,13%	0,06%	1	100,00%	0,0

Description of Prime Minister Ardern in the Newspaper

⁄	FREQUENCY	% SHOWN	% PROCESSED	% TOTAL	NO. CASES	% CASES	TF • IDF
ROOM	4	0,16%	0,13%	0,06%	1	100,00%	0,0
SLEEP	4	0,16%	0,13%	0,06%	1	100,00%	0,0
SMALL	4	0,16%	0,13%	0,06%	1	100,00%	0,0
SOCIAL	4	0,16%	0,13%	0,06%	1	100,00%	0,0
SPOKESWOMAN	4	0,16%	0,13%	0,06%	1	100,00%	0,0
SYSTEM	4	0,16%	0,13%	0,06%	1	100,00%	0,0
TRUE	4	0,16%	0,13%	0,06%	1	100,00%	0,0
TRUMP	4	0,16%	0,13%	0,06%	1	100,00%	0,0
UNITS	4	0,16%	0,13%	0,06%	1	100,00%	0,0
WORKED	4	0,16%	0,13%	0,06%	1	100,00%	0,0
ALLEGED	3	0,12%	0,10%	0,04%	1	100,00%	0,0
ANNOUNCED	3	0,12%	0,10%	0,04%	1	100,00%	0,0
ANSWER	3	0,12%	0,10%	0,04%	1	100,00%	0,0
APPOINTMENT	3	0,12%	0,10%	0,04%	1	100,00%	0,0
APPROACH	3	0,12%	0,10%	0,04%	1	100,00%	0,0
ASSOCIATION	3	0,12%	0,10%	0,04%	1	100,00%	0,0
AWARE	3	0,12%	0,10%	0,04%	1	100,00%	0,0
BEHALF	3	0,12%	0,10%	0,04%	1	100,00%	0,0
BEHAVIOUR	3	0,12%	0,10%	0,04%	1	100,00%	0,0
BLAME	3	0,12%	0,10%	0,04%	1	100,00%	0,0
BUY	3	0,12%	0,10%	0,04%	1	100,00%	0,0
CAMPAIGN	3	0,12%	0,10%	0,04%	1	100,00%	0,0
CHANGE	3	0,12%	0,10%	0,04%	1	100,00%	0,0
CLARKE	3	0,12%	0,10%	0,04%	1	100,00%	0,0
CLASS	3	0,12%	0,10%	0,04%	1	100,00%	0,0
CONTINUED	3	0,12%	0,10%	0,04%	1	100,00%	0,0
COUNTRY	3	0,12%	0,10%	0,04%	1	100,00%	0,0
DEAL	3	0,12%	0,10%	0,04%	1	100,00%	0,0
DEPARTMENTS	3	0,12%	0,10%	0,04%	1	100,00%	0,0
DIFFERENCE	3	0,12%	0,10%	0,04%	1	100,00%	0,0
DIGESTIVE	3	0,12%	0,10%	0,04%	1	100,00%	0,0
EXPECT	3	0,12%	0,10%	0,04%	1	100,00%	0,0
EXPELLED	3	0,12%	0,10%	0,04%	1	100,00%	0,0

Description of Prime Minister Ardern in the Newspaper

∕	FREQUENCY	% SHOWN	% PROCESSED	% TOTAL	NO. CASES	% CASES	TF • IDF
FACE	3	0,12%	0,10%	0,04%	1	100,00%	0,0
FLOOR	3	0,12%	0,10%	0,04%	1	100,00%	0,0
FOREST	3	0,12%	0,10%	0,04%	1	100,00%	0,0
FRIENDS	3	0,12%	0,10%	0,04%	1	100,00%	0,0
FUNDING	3	0,12%	0,10%	0,04%	1	100,00%	0,0
GDP	3	0,12%	0,10%	0,04%	1	100,00%	0,0
GREEN	3	0,12%	0,10%	0,04%	1	100,00%	0,0
HARD	3	0,12%	0,10%	0,04%	1	100,00%	0,0
HEADS	3	0,12%	0,10%	0,04%	1	100,00%	0,0
HIGH	3	0,12%	0,10%	0,04%	1	100,00%	0,0
HOLD	3	0,12%	0,10%	0,04%	1	100,00%	0,0
HOME	3	0,12%	0,10%	0,04%	1	100,00%	0,0
HOPE	3	0,12%	0,10%	0,04%	1	100,00%	0,0
INCIDENT	3	0,12%	0,10%	0,04%	1	100,00%	0,0
INCOMES	3	0,12%	0,10%	0,04%	1	100,00%	0,0
INTEGRITY	3	0,12%	0,10%	0,04%	1	100,00%	0,0
INTELLECTUAL	3	0,12%	0,10%	0,04%	1	100,00%	0,0
INVESTIGATION	3	0,12%	0,10%	0,04%	1	100,00%	0,0
LEARNED	3	0,12%	0,10%	0,04%	1	100,00%	0,0
LEAVING	3	0,12%	0,10%	0,04%	1	100,00%	0,0
LEVEL	3	0,12%	0,10%	0,04%	1	100,00%	0,0
LOWER	3	0,12%	0,10%	0,04%	1	100,00%	0,0
MAN	3	0,12%	0,10%	0,04%	1	100,00%	0,0
MANAGEMENT	3	0,12%	0,10%	0,04%	1	100,00%	0,0
MEET	3	0,12%	0,10%	0,04%	1	100,00%	0,0
MIKE	3	0,12%	0,10%	0,04%	1	100,00%	0,0
MOVE	3	0,12%	0,10%	0,04%	1	100,00%	0,0
MOVED	3	0,12%	0,10%	0,04%	1	100,00%	0,0
NAPPY	3	0,12%	0,10%	0,04%	1	100,00%	0,0
NEWBORN	3	0,12%	0,10%	0,04%	1	100,00%	0,0
NIGHT	3	0,12%	0,10%	0,04%	1	100,00%	0,0
NUMBER	3	0,12%	0,10%	0,04%	1	100,00%	0,0
ORI	3	0,12%	0,10%	0,04%	1	100,00%	0,0

Description of Prime Minister Ardern in the Newspaper

	FREQUENCY	% SHOWN	% PROCESSED	% TOTAL	NO. CASES	% CASES	TF • IDF
OUTCOMES	3	0,12%	0,10%	0,04%	1	100,00%	0,0
PARENTING	3	0,12%	0,10%	0,04%	1	100,00%	0,0
PART	3	0,12%	0,10%	0,04%	1	100,00%	0,0
PARTIES	3	0,12%	0,10%	0,04%	1	100,00%	0,0
PAY	3	0,12%	0,10%	0,04%	1	100,00%	0,0
PERSON	3	0,12%	0,10%	0,04%	1	100,00%	0,0
POLICIES	3	0,12%	0,10%	0,04%	1	100,00%	0,0
PREMIER	3	0,12%	0,10%	0,04%	1	100,00%	0,0
PROBLEM	3	0,12%	0,10%	0,04%	1	100,00%	0,0
PROCESS	3	0,12%	0,10%	0,04%	1	100,00%	0,0
PROFITS	3	0,12%	0,10%	0,04%	1	100,00%	0,0
PROMISE	3	0,12%	0,10%	0,04%	1	100,00%	0,0
PROVIDED	3	0,12%	0,10%	0,04%	1	100,00%	0,0
QUESTION	3	0,12%	0,10%	0,04%	1	100,00%	0,0
RATE	3	0,12%	0,10%	0,04%	1	100,00%	0,0
REFUSED	3	0,12%	0,10%	0,04%	1	100,00%	0,0
RESPONSE	3	0,12%	0,10%	0,04%	1	100,00%	0,0
RETURNING	3	0,12%	0,10%	0,04%	1	100,00%	0,0
REVEALED	3	0,12%	0,10%	0,04%	1	100,00%	0,0
SCHOOL	3	0,12%	0,10%	0,04%	1	100,00%	0,0
SECTOR	3	0,12%	0,10%	0,04%	1	100,00%	0,0
SERVICE	3	0,12%	0,10%	0,04%	1	100,00%	0,0
SET	3	0,12%	0,10%	0,04%	1	100,00%	0,0
SINGLE	3	0,12%	0,10%	0,04%	1	100,00%	0,0
SPEND	3	0,12%	0,10%	0,04%	1	100,00%	0,0
START	3	0,12%	0,10%	0,04%	1	100,00%	0,0
STARTED	3	0,12%	0,10%	0,04%	1	100,00%	0,0
STATE	3	0,12%	0,10%	0,04%	1	100,00%	0,0
STATEMENT	3	0,12%	0,10%	0,04%	1	100,00%	0,0
SUICIDE	3	0,12%	0,10%	0,04%	1	100,00%	0,0
TASK	3	0,12%	0,10%	0,04%	1	100,00%	0,0
TERMS	3	0,12%	0,10%	0,04%	1	100,00%	0,0
THURSDAY	3	0,12%	0,10%	0,04%	1	100,00%	0,0

	FREQUENCY	% SHOWN	% PROCESSED	% TOTAL	NO. CASES	% CASES	TF • IDF
TASK	3	0,12%	0,10%	0,04%	1	100,00%	0,0
TERMS	3	0,12%	0,10%	0,04%	1	100,00%	0,0
THURSDAY	3	0,12%	0,10%	0,04%	1	100,00%	0,0
UNDERSTAND	3	0,12%	0,10%	0,04%	1	100,00%	0,0
UNIT	3	0,12%	0,10%	0,04%	1	100,00%	0,0
USUAL	3	0,12%	0,10%	0,04%	1	100,00%	0,0
WAGES	3	0,12%	0,10%	0,04%	1	100,00%	0,0
WALLY	3	0,12%	0,10%	0,04%	1	100,00%	0,0
WOMAN	3	0,12%	0,10%	0,04%	1	100,00%	0,0
YEAR	3	0,12%	0,10%	0,04%	1	100,00%	0,0
ACUTE	2	0,08%	0,06%	0,03%	1	100,00%	0,0

C2 Corpus 3 Phrases

	FREQUENCY	NO. CASES	% CASES	LENGTH	TF · IDF
MENTAL HEALTH	18	1	100,00%	2	0,0
PRIME MINISTER	12	1	100,00%	2	0,0
ZEALAND HERALD	12	1	100,00%	2	0,0
PRIME MINISTER JACINDAARDERI	8	1	100,00%	4	0,0
AUGUST END OF DOCUMENT	6	1	100,00%	4	0,0
COPYRIGHT THE NEW ZEALAND H	6	1	100,00%	5	0,0
LOAD DATE	6	1	100,00%	2	0,0
PUBLICATION TYPE	6	1	100,00%	2	0,0
DEPUTY COMMISSIONER	5	1	100,00%	2	0,0
WINSTON PETERS	5	1	100,00%	2	0,0
BUSINESS CONFIDENCE	4	1	100,00%	2	0,0
JOHN KEY	4	1	100,00%	2	0,0
JUSTICE MINISTRY	4	1	100,00%	2	0,0
PRIME MINISTERS	4	1	100,00%	2	0,0
AUGUST THURSDAY	3	1	100,00%	2	0,0
CENT OF GDP	3	1	100,00%	3	0,0
GAS EXPLORATION	3	1	100,00%	2	0,0
HERALD REVEALED	3	1	100,00%	2	0,0
JUSTICE PROJECT	3	1	100,00%	2	0,0
MENTAL HEALTH ISSUES	3	1	100,00%	3	0,0
MINISTRY OF JUSTICE	3	1	100,00%	3	0,0
OIL GAS	3	1	100,00%	2	0,0
PREMIER HOUSE	3	1	100,00%	2	0,0
RETURNING TO WORK	3	1	100,00%	3	0,0
WAKA JUMPING BILL	3	1	100,00%	3	0,0
WALLY HAUMAHA	3	1	100,00%	2	0,0
ZEALAND LOAD DATE	3	1	100,00%	3	0,0

Description of Prime Minister Ardern in the Newspaper

D Findings During Close Reading
Remarkable in marking process

Corpus 1

New government/new coalition government – could refer to Ardern as novelty

Hugged – a male woudn't hug another male in an official meeting, however it is described in the paper article

'Lack of boldness or real action by the new government'

Fear of the government being to radical, then being called modest

'Labour-Led Government', why not Ardern-led government – does it has something to do with that New Zealand is a more group oriented society or is it a way to name Ardern less?

opinions

A lot about what Ardern should do

Often talked about the Labour-led government, however it is led by Jacinda Ardern. Furthermore she is not much spoken of her in the articles.

A lot of other people are talking instead of Ardern, mostly men this is seen by the use of he.

Conflict with National and the labour party: p. 35 'It must be galling for national. Jacinda Ardern may be about to deliver National"s TPP legacy of the past nine years to New Zealand, having barely lifted a finger to get it.'

Mostly about the nationals losing power and how devastating it is for them

- Nationals party (old government)
- The government
- Labour in general
- Jacinda Ardern
- Newness of (coalition) government
- What Ardern signed
- What people think of her new implementation
- Opposition to new ideas/implementations of Arderns' government
- Positive feedback on to new ideas/implementations of Arderns' government

Corpus 2

How Ardern looks

Partner is mentioned/them being a couple/being parents

Mentioning that her partner will be a stay-at-home dad

Mentioning baby/being a mom

Ardern talking about politics

Ardern caring for people 'make them [the journalist] a cup of coffee before getting under way'

Arderns Newness

Description of Prime Minister Ardern in the Newspaper

Arderns opinion

Mentioning that it will be a good and stable government

Positive responses to the announcement

Negative responses to the announcement

Mention the baby as if it is something of us, something we need

The change that Ardern created for women

The effect of the baby on her popularity

Exceptional that her husband Clarke Gayford gets unsolicited advice about how to be a dad.

opinions

suddenly Ardern is mentioned a lot in comparison to corpus 1

She also gains attributes and skills

Suddenly her husband Clarke Gayford Is being mentioned a lot

People relate to her more and call her more often with her first name --- could be related perceived increase of warmth when female leaders become mothers79ww

 ' The baby"s occupying space in her torso, not short-circuiting her brain. She can still make decisions.' Reference to the double bind womb/brain

t put an end to the risible claims that a pregnant woman will be so governed by her hormones that she can"t run a country

Corpus 3

Baby talk is integrated into her political life. Example: **_Ardern_**"s job is more than nine to five and she is also heading back into something of a political poonami.(refers to the poo of the baby)

Opinions

Focus on the baby, Clarke being a stay at home dad and Ardern returning to work

Seems like the newspaper is saying that a lot went wrong when Ardern had her maternity leave

Ardern talking about being a mother

Other people talking about Ardern being a mother

The Husband (of Ardern)

Responses to Ardern's pregnancy

Description of Prime Minister Ardern in the Newspaper