



Austrian National Election Study (AUTNES)

Appendix A

Topic Catalogue

Media Analysis Austrian Elections 2008

AUTNES Media Side – Mass Media Coverage and Effects

(FWF-Project Number: S10904-G11)

AUTNES – Innsbruck | Media Side
Austrian National Election Study
Department of Political Science
UNIVERSITY OF INNSBRUCK - AUSTRIA

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The topic catalogue is structured along the following eight topic fields:

- Policy Issues
- Process Oriented Topics
- Political Structure and Culture Topics
- Electoral Topics
- Election Campaign related Topics
- Non Political Topics
- Personality Profiles
- Party Profiles

In these eight topic fields, the topic catalogue differentiates between three coding levels. Level 1 is the general subject category. On level 1 all general discussions about these main topics are coded. It also serves as residual category aggregating more specific topics, which neither fit on level 2, nor on level 3. The categories on level 2 aggregate more specific topics. The same applies to level 3 that describes further specifications of level 2 topics.

Level 1 concerns for example a specific but general policy discussion (labor market, educational policy etc.). Level 2 concerns a further specification of this general policy discussion in clear sub-dimensions (e.g. unemployment and employment, working law etc.). Finally, level 3 concerns further specifications and sub-categories of level 2 (e.g. youth unemployment and apprenticeships).

Example of the Structure of the Topic Catalogue:

Topic Field **POLICY ISSUES**

(is not to be coded, but only serves for general orientation)

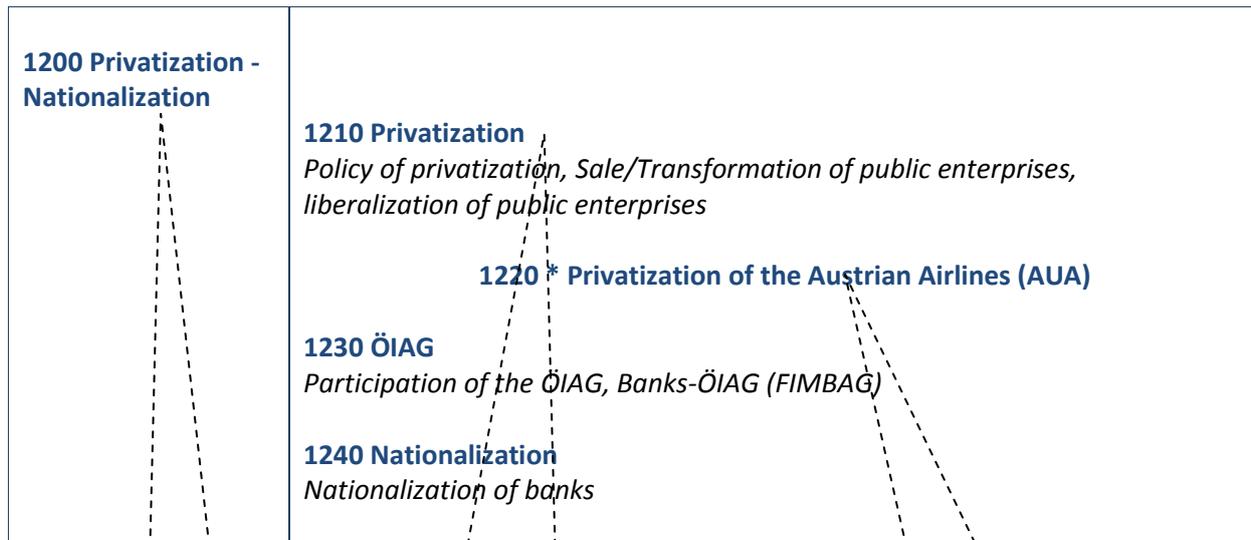
Coding Level 1 **Privatization – Nationalization** (Policy-Field – can be coded as collective or residual category)

Coding Level 2 **Privatization** (Specification of Level 1, can only be coded, if the main topic concerns the debate about privatization)

Coding Level 3 **Privatization of the Austrian Airlines (AUA)**
(Specification of Level 2, can only be coded, if the main topic concerns the specific debate about the privatization of the AUA)

Note: If the main topic concerns the Privatization of the AUA, the coding takes place on Level 3. If the report would concern the privatization of the *Telekom*, the coding would have to take place on Level 2 (“Privatization”), because there is no appropriate specific code on Level 3.

Reading example for the Topic Catalogue:



Level 1:

Main category Privatization – Nationalization: Collective category for aspects and discussions, which are not further specified on level 2 and 3.

Level 2:

Specified category of the main category. All topics concerning “Privatization,” belong to this category – except the discussion about the „Privatization of the AUA”, which is further specified on Level 3.

Level 3:

The special issue 2008 „Privatization of the AUA“ is specified in an own category on Level 3.

CODES

The following list presents the main topic categories. These codes will be presented on the next pages.

Policy Issues

- Economic Policy
- Financial Policy
- Security Policy
- Foreign Policy
- European Policy
- Defense Policy
- Infrastructural Policy
- Educational Policy
- Social Policy
- Socio-Political Policy – Societal Norms
- Migration Policy
- Cultural and Media Policy
- Environmental Policy
- Sports and Recreational Policy

Process Oriented Topics

Political Structure and Culture Topics

Electoral Topics

Election Campaign related Topics

Non Political Topics

Personality Profiles

Party Profiles

1000 Economy

1010 Inflation

Level of inflation, consequences, measures against the rise of prices

1020*¹ 5-Punkte-Programm Faymann (solution suggestions by Werner Faymann)

1030 State of the Economy

Economic data, economic growth

1040* Financial Crisis/Global Economic Crisis

Consequences of the economy crisis, counter-measures/economic planning

1050 Measures for Economic Growth

Economic stimulus package, incentives for self-employment and for formation of small enterprises, support for enterprises, government aid/support for several enterprises in cases of need (bail out plans), support of national private investments, car-scrapping bonus

1060 Stock Market Policy

Regulation of stock markets and financial markets

1070 Monetary Policy – Interest Policy

Price stability

1100 Labor Market

1110 Jobs and Unemployment

Unemployment data, situation on the labor market, measures against unemployment, reasons for unemployment, creating jobs/national employment policies, vacancies

1120* Youth Unemployment and Apprenticeships

1130 Insurance and Compensation for unemployed Persons

Support of unemployed persons, obligation for charitable work for unemployed persons, expansion of the insurance for unemployed persons, measures for further training, unpaid leave for further training

1140 Labor and Employment Law

Protection of employees, holiday entitlement, dispatch, dismissal protection, equality of workers and employees, wage agreement, competition clause, issue of employee organization

1150 Working Hours and Conditions of Employment

Part-time employees, atypical workers, informal labor, transition to flexible working hours

¹ All with a * marked items could either be directly related to the Post-Post-Election Survey or played a major role in the election campaign of 2008.

1160 Wages and Salaries

Salary and wage structures, wage agreements, minimum wages and collective bargaining agreements, non-wage labor costs

**1200 Privatization -
Nationalization**

1210 Privatization (of government owned business or industry)

Policy of privatization, sale/transformation of public enterprises, liberalization of public enterprises

1220* Privatization of the Austrian Airlines (AUA)

1230 ÖIAG

Participation of the ÖIAG, banks-ÖIAG (FIMBAG)

1240 Nationalization

Nationalization of banks

1300 Tourism

1310 Data and Finance Statements of Tourism

Overnight stays, tourism statistics

1320 Structures of Tourism

Tourism association, funding

1330 Sustainability of Tourism

Pollution, impact on local culture and traditions

**1400 Agricultural
Economics**

1410 Water Management

Fishing rights, water rights

1420 Forestry

Forest management, timber industry, wood raw material, hunting

1430 Agricultural Subsidies and Prices

Food prices in agriculture (e.g. milk), agricultural price stabilization, price support for farmers, disclosure of subsidies

1440 Ecological Agriculture

Sustainable farming, organic farming

1500 Budget

1510 State Budget

Structure, statement of financial position, terms of reference

1520* Government Debt

Budget deficit

1530 Saving measures

Plans for the reduction of the public debt and spending (austerity package), financial reorganization

1600 Taxes

1610 Tax Reform (generally)

Tax reform, simplification of the fiscal system, tax reduction (in general), tax increase (in general), top tax rate

1620* Taxation of the Middle Class

1630* Taxation of Small and Middle Incomes

1640 Types of Taxes

Inheritance tax, property tax, income tax

1650* Value-added Tax on Food

1660* Value-added Tax on Medication

1700 Internal Security

1710 Police

Lack of security forces, police reform, funding of the police, rights of law enforcement agencies/surveillance measures, violations/abuses by police

1720 Crime

Economic crime, crime statistics, foreigner crime, organized crime, terrorism, juvenile crime

1730* Crime committed by Foreigners

1740 Security of the Citizens – Protection against Delinquency

Commercial crime containment (private security organizations), private crime containment (private vigilance groups), regulation of gun control, private possession of firearms

1750 Civil Protection and Emergency Management (domestic)

Emergency management of the Austrian Armed Forces, rescue services and their logistics, exercises of civil protection

**1800 Legal System/
Judicature**

1810 Judicial System

Reform of the judicial system, reform of trials and the procedure of legislation, structure, structure and processes of legislation

1830 Criminal Sentencing – Penal System

Statutory offences, prisons, death penalty, out-of-court reconciliation

1840* Harsher penalties for Child Abuse

1850 Protection of Victims

Protection of victims, remuneration of victims, rights of victims in legal proceedings

1900 Foreign Affairs

*(bilateral and
multilateral level with
reference to Austria)*

1910 Bilateral Relations of Austria

*Diplomacy, relations between Austria the United States of America and other states
and communities of states*

1920 Multilateral Relations of Austria

Kyoto-Protocol, WTO-Agreements

1930 Official Visits

*State visits of Austrian politicians in foreign countries, state visits of foreign politicians
in Austria*

1940 Foreign Policy between Austria and International Organizations/Institutions

UN, Council of Europe, OSCE

**2000 Development
Policy/ Humanitarian
Aid**

2010 Development Assistance

Special projects

2020 Development Cooperation System

Austrian Development Agency, budgets

2030 Humanitarian Aid

Emergency aid, tsunami aid, earthquake aid, civilian and humanitarian assistance

2100 EU-Policy

2110 European Monetary Union - EURO

Euro, stability of the Euro, criteria for stability of the Euro, effect of the Euro on the economy, Euro zone, memberships of new countries in the Euro zone

2120 European Integration

Status of the integration

2130 Enlargement of the EU

Eastward enlargement, Membership in the EU of East European countries currently not in the EU, other membership negotiations and candidates

2131* Accession of Turkey to the European Union

2140 Payment of EU-Contributions

EU net contributor, aid recipient countries

2150 EU-Constitution

Constitutional convention, process of ratification

2151* Lisbon Treaty/Reform Treaty

2160 Common Security and Defense Policy

Obligation to assistance, military operations of the EU

2170 EU-Procedure of Legislation and Directives

EU-laws and regulations, agreements of the EU (Maastricht, Amsterdam etc.)

2180 Institutions of the EU

Council, Commission, Parliament, Court of the European Union, Central Bank, Presidency of the Council

2190 Austria's Membership in the EU

Opinion polls, balances of membership in the EU, criticism about membership

2191* National Referendum on future EU-Treaties („Krone-letter“)

2500 External Defense

2510 Structure and Budget of the Austrian Armed Forces

Militia system, military expenditure

2520 Foreign Operations of the Austrian Armed Forces

Military and humanitarian aid operations, UN operations of the Austrian Armed Forces

2530 Compulsory Military Service

Regular army, women joining the army, Term of general Conscription

2540 Border Patrol

Military cooperation of the Austrian Armed Forces assuring the border patrol

2550 Neutrality and Military Alliances

NATO membership, military treaties obligations , neutrality

2560 Armament Projects and Expenses

Acquisition of military goods

2570* Combat-Jet Eurofighter – EADS

2600 Traffic

2610 Transit

Transit traffic, negative impacts of transit

2620 Road Safety

Traffic controls (speed limits, alcohol, ...), harsher punishment of torts in road traffic

2630 Road Charge

Truck toll, car toll (Road-Pricing), vignette (road tax disc)

2640 Road Construction

Expansion of road networks, freeway expansion, expansion of short-distance public transport, private (co)financing of road building

2650 Public Transport

Transport companies, expansion of local passenger traffic, expansion of railroad networks

2660 Aviation

Air traffic, airport expansion, expansion of air-transport networks

2670 Navigation

Inland waterways, harbors, shipbuilding

**2700 Town and
Country**

Planning/Infrastructure

2710 Spatial Development

Land development plans, town planning, redevelopment of historical cities, concepts

2720 Construction Policy

Guidelines, building trade, constructional advice

2800 Energy

2810 Energy Supply

Energy sources, energy carriers, energy transportation, energy conservation

2820 Energy Prices

Oil, fuel, gas prices

2830 Nuclear Energy

Nuclear power station, permanent disposal, reprocessing, nuclear phase-out, nuclear power plants, Mochovce, Temelín

2840 Alternative/renewable Energies

Wind power, water power, biomass, geothermic, solar energy

2900 Education

2910 Education System

Level of education, educational reform, equal opportunities, programme for international student assessment (PISA-study)

2920 School Policy

Expansion of schools, private schools, school fees, abolishment of notes, remedial education, private tuition, public service law for teachers, maximum number of pupils in a class, centralized school leaving examination

2930* Concept of "All-Day School" (Ganztagsschule)

2940* Concept of New Middle School (Neue Mittelschule)

2950 Apprenticeship

Higher education entrance qualification for apprenticeship alumni

2960 Adult education

Educational opportunities, unpaid leave for further training

**3000 Sciences –
Research**

3010 National University Policy

Universities and universities of applied sciences, funding of the universities, quota of academics, entrance restrictions – free entrance, private universities, keeping Austrian's scientists and top executives in the own country, more practically relevant contents of studies/needs of economy, students (seen as social group)

3020* Tuition Fees

3030 Scientific Research

Research establishments, research funding

3100 Families

3110 Childcare Subsidy

Earnings-related childcare subsidy

3120* Family Subsidy

3130 Kindergarten - preschool Care

Expansion of kindergarten, expansion of the opening hours of kindergartens, care for infants (toddler groups), free kindergarten, expansion of private childcare/nannies, English language education in kindergarten

3140* Obligatory year in Kindergarten

3150 Tax Benefit for Families

Family splitting, tax deductibility of childcare spending

3160 Divorce

Liberalization of divorce law, alimony payments for divorced people, rights of divorced parents

3200 Health Care

3210 Health Care System

Structure and system design of the Health Care System

3211* Health Care Reform

3220 Care - Nursing

Care of sick persons, remedial therapy, private care of old people, old people's homes and care homes, tolerating financial improvement and illegal nursing from foreigners (interim arrangement)

3221* Care Subsidy

3230 Health Insurance Companies

State aid for health insurance funds, savings in health insurance funds

3240 Health Insurance

Public and private health insurance, unification of health insurances, retentions (polyclinic, prescriptions), raise of the health insurance contribution

3250 Medical Care

Improvement of medical care (in general)

3260 Hospitals

Financing of hospitals, facilities

3270 Non-Smoker protection

3280 Drugs

Prevention – education, legalization of drugs, law enforcement in connection with drug crimes, controlled substances act, help for drug addicts, detox programmes

3300 Pensions

3310 Pension system

Reform of the pension system, unification of the pension systems, structure and design of the pension system

3320 Age of Retirement

Premature pensions, elevation of the retirement age

3330 Provision for Retirement

Private and company-based arrangements for old-age provisions, retirement funds

3340 Retirement Contributions

Increase of retirement contributions

3350* Special Retirement Schema for hard working blue-collar Workers (Hacklerregelung)

extension of the special retirement schema for blue-collar workers

3360* Increase of Retirement Payments

Increase of retirement payments in general, increase for small retirement payments, single payments

3400 Social Policy in general

3410 Poverty

Poverty reduction, child poverty, homeless people

3420 Basic Social Care

3430 Subsidies and Funding in Social Sector

Social housing, heating subsidy, housing subsidy

3440 Social Climate – Social Justice

3450 Civilian Service

**3500 Citizens' rights/
Human rights/
Minority rights**

3510 Citizen's Rights

Data privacy, right to vote, protection of citizens' rights

3520 Human Rights

Freedom of religion and belief, freedom of opinion, freedom of speech, freedom of the press, right to education

3530 Minority Rights

Rights of ethnic groups, multilingual education

**3600 Consumer
Protection**

3610 Health Risks – Food Scandals

Milk powder scandal, BSE, contaminations of drinking water

3620* Genetic Engineering

3630 Consumer Rights

Warranty claim, internet shopping, credits, protection of advertising, lottery, contracts (small print, right to withdraw, cancelation periods)

3700 Homosexuals

3710* Legal Acceptance of homosexual Relationships

3800 Women

3810* Gender Mainstreaming

Equal chances in education, support of girls (education, training), support of women (university), equal chances in job, quota regulation, social equality, gender mainstreaming, affirmative action

3820* Compatibility of Family and Work

3830 Abortion

First trimester abortion, duty of consultation

3840 Protection of sexual Harassment

**3850 Handicapped
People**

3851 Equality Rights

Equality in profession, handicapped accessibility

3852 Integration of handicapped People

Integration projects

**3860 Demographic
Groups**

3861 Children

Children's Rights, poverty of children, child education

3862 Young People

Youth protection, youth culture, values of the youth

3863 Old People

Old People in the society

4000 Religion

4010 Laicism - Separation of Church and State

Religious education in schools, Christian symbols in public schools and kindergartens

4020 Recognition of religious Confessions

Legal recognition of single religious confessional communities

4030 Sects

Dealing with sects

4040 Islam/Muslims

Islamism, mosques/building of minarets, Islamic headscarf/Chador

**4100 Political
Populism and
Radicalism**

4110 Right-wing Populism and Right-wing Radicalism

Fascism, Neo-Nazism, nationalist ideologies and activities

4120 Left-wing Populism and Left-wing Radicalism

Anarchism, left-wing movements

**4200 Coming to terms
with the past**

4210 Dealing with the Nazi Era

Culture of memory, memorials, monuments

4220 Legal Process of Dealing with the Past

Punishment of the offenders, rehabilitation of the victims

4230 Policy of Compensation (towards Victims of the NS Regime)

Compensatory damages, restitution

4300 Migration

4310* Integration

Provision to integration, language tests, children with an immigrant background, obligation of German knowledge before attending school, separate classes (schools) for foreigners, maximum number of foreigners per class

4320* Deportation

Deportation of foreign offenders, deportation of the relatives of foreign offenders, deportation of unemployed foreigners

4330* Number of Migrants

Constraint of immigration, quota of immigration, selection of the immigrants (green card, points system,...), restrictions of migration, family reunion

4340 Citizenship

Automatic citizenship, naturalization

4350 Racism/Hostility towards Foreigners

Discrimination, prejudices against foreigners

4360 Asylum Law

Asylum court, restrictions of the asylum law, stricter controlling and monitoring of asylum seekers, rights to asylum seekers, acceleration of proceedings

4370 Immigration from Eastern Europe

Opening of the eastern borders by the EU-Eastward Enlargement

CULTURAL AND MEDIA POLICY

4400 Culture

4410 Cultural Funding

Public funding and expansion of cultural facilities (e.g. theatres, museums, libraries), subsidies for single artists, transparency/objectivity of cultural subsidies, movie subsidies

4500 Media

4510 Media Concentration

Media groups, fusion of media corporations

4520 Austrian Broadcasting Corporation (ORF)

Importance of the ORF, public broadcasting, criticism because of the influence of the parties within the ORF, ORF fees, advertising in the ORF

4530 Private TV

Private television law, range of private television

4540 Press Subsidies

Press subsidies in general, special press subsidies, press subsidies commission

ENVIRONMENT POLICY

4600 Protection of Environment/ Nature/ Animals

4610* Environmental Protection

Forest protection, water protection, air pollution

4620* Flood Prevention

4630* Climate Protection

Global warming, greenhouse gases, decline of emissions

4640 Animal Protection

Species-appropriate keeping of animals, battery farms, animal experiments, animal transports, slaughter, animals for "entertainment" (circus, bullfighting,...), protection of endangered species

SPORTS AND RECREATIONAL POLICY

4700 Sports

4710 Doping

Anti-doping laws

4720 Sports Funding

Supporting professional and popular sports

4730 Development and Maintenance of Sport and Recreational Facilities

4800 Negotiation and Decision-Making Processes (in general)

4810 Intragovernmental Negotiation and Decision-making Processes

Agreements and negotiations of the government, of the council of ministers; coalition negotiations, changes in or disbandment of cabinet, demission of members of the government

4820* Moratorium between Social Democratic Party of Austria (SPÖ) and Austrian People's Party (ÖVP)

4830 Negotiation and Decision-making Processes within the Opposition

Agreements and negotiations within the opposition, negotiations in opposition, opposition tasks, opposition record

4840 Negotiation and Decision-making Processes within the Parties

In the context of party committee meetings (parentage, parliamentary group meetings, ...)

4850 Negotiation and Decision-making Processes within the Parliament

4860* Special Session of National Assembly

4870 Negotiation and Decision-making Processes outside the Parliament

Strikes

4900 Performance of Political Players

4910 Performance of Governing Parties/Government

Political record of the government; status quo, condition of the coalition government, administration of the government (not issue-related record)

4920 Performance of Opposition Parties/Opposition

Political record of the opposition in general – status quo, condition of the opposition (unity, ...)

4940 Performance of Social Partners

Political record of the Austrian Trade Union Federation (ÖGB), Official Representation of Employees (AK), The Austrian Federal Economic Chamber (WK) and The Austrian Chamber of Agriculture (LWK) (not issue-related record)

5000 Relationship between Political Players

5010 Relationships between Governing Parties

5020 Relationships between Opposition Parties

5030 Relationships between Parties in general

Governing parties vs. opposition parties – left-wing vs. right-wing parties – independent of the topic, governmental negotiations, conflicts of parties (not issue-related record)

5040 Inner-Party Political Atmosphere

Unity of the party, internal party disagreements

5050 Relationships between Politicians
Conflicts and consensus between politicians

5060 Relationships between Politics and Social Partnership

**5100 Political
Communication of
Political Players**

5110 PR-Strategies and Instruments (not related to the election campaign)
Advertisements of ministries, etc.

5120 Lobbying-Strategies and Instruments

5130 Communication Strategies and Instruments (not related to the election campaign)

5200 Federalism

5210 Role of the Federal Provinces in the political System

Consolidation of the federal provinces, regional autonomy (e.g. taxing authority), federal and provincial responsibilities

5220 Relationship between Federation – Federal Provinces

5230 Fiscal Equalization between the Federation and the Federal Provinces

Reform of the redistribution of income

5240 Communal/Local issues

Communal level policies, representatives at the communal level, mayors, shift of responsibilities to the communal level

**5300 Public
Administration/
Staff matters**

5310 Administrative System

Design and structure of the administrative system, administrative reform, potential savings due to a reform

5320 Officials

Number of officials, public-service law (unification)

5330 Administration Court

Rules and tasks of the administration court

5340 Casting for Administrative Bodies

Casting, transformations, resignations in administrative bodies

**5400 Political
Institutions**

5410 Structure of the political System

Reform of the political system, reform/abolition of political institutions (Federal Council etc.)

5430 Federal Presidency

Role, tasks and functions of the federal presidency, rights and duties of the federal presidency

5440 Party System

Role, tasks and functions of the parties, duties and rights of the parties, structures of the party system, structures of the parties

5450 Government (seen as Institution)/Governmental System

Reform of the governmental system, decrease of the government; role, tasks and functions of the government, function of the ministerial council, competences of the government, system of proportional representation, composition of the government

5460 Opposition (seen as Institution)

Roles, tasks and functions of the opposition, rights and duties of the opposition

5470 Parliament

Roles, tasks and functions of the parliament, rights and duties of the parliament

5480 National Assembly

Roles, tasks and functions of the national assembly, composition of the national assembly, disbandment, reshuffle of the national assembly, role of the investigation committees, rights and duties of the national assembly, committees

5490 Federal Council

Roles, tasks and functions of the federal council, structure of the federal council, disbandment, reshuffle of the federal council, rights and duties of the federal council

5500 Court of Auditors

Rights and tasks of the court of auditors

5600 Constitution**5610 Constitutional Structure**

Reform of the constitution, constitutional convention ("Österreichkonvent")

5620 Terms of Constitution

Federal constitution law, terms of constitution, fundamental rights within the constitution, changes of federal constitution laws

5630 Constitutional Court

Rights and tasks of the constitutional court

5700 Social Partnership**5710 Role of the Social Partnership within the Political System**

Influence of the social partnership on politics and economics, criticism of the social partnership (deficits in legitimization and transparency)

5720 The Austrian Federal Economic Chamber (WK)

Roles, tasks and functions, structure

5730 Chamber of Agriculture (LWK)

Roles, tasks and functions, structure

5740 Austrian Trade Union Federation (ÖGB)

Roles, tasks and functions, structure

5750 Official Representation of Employees (AK)

Roles, tasks and functions, structure

5760 Membership of the Chambers

Discussions about the mandatory membership

5800 Party Financing, Earnings of Politicians**5810 Earnings of Politicians and Retirements**

Disclosure, altitude, structure, claims

5820 Additional Business by Members of Parliament

Discussions about disclosures

5830 Party Financing/Party Donations

Public party financing, private party financing - donations

**5900 Political
Culture**

5910 Political Atmosphere

Culture of Discussion at political level

5920 Efficiency of political Players/Institutions

Bureaucracy

5930 Credibility of political Players

Disenchantment with politics, political apathy

5940 Functionality of the political System/of Democracy

5950 Stability of the political System/of Democracy

5960 Corruption/Patronage

6500 Elections (not election campaign!)

6510 Electoral Law/Electoral Procedure

Counting of votes, ballot paper, registration for election, statement of support, validity and non-validity of votes, preference votes, help with voting

6520* Reform of Electoral Law

Personalization of the electoral law, majority promoting electoral system, proportional ("just") electoral law, facilities for Austrians in foreign countries

6530* Extension of the Session of Parliament

6540* Decrease of the Age for Voting/First-Time Voters

6550 Election Results

6560 Turnout

Non voters, undecided voters

6570 Call for Vote

6600 Plebiscites

6610 National Referendum/Plebiscite

6630 Petition for a Referendum

6640 Referendum

ELECTION CAMPAIGN RELATED TOPICS

6700 Campaign Strategy and Tactics

6710 Negative Campaigning

Attacks and critique

6720 Other Trends in election campaign communication

Americanization, personalization, professionalization

6730 Strategic Positioning/Agenda Setting of Parties and Candidates

6740 Election Campaign Concepts of Parties and Candidates

6750 Announcements of election goals of Parties and Candidates

6760 Election Pledge

As strategic determination

6770 Election Manifestos

6800 Campaign Communication Channels and Events

6810 Campaign Events

Town Hall Meetings, campaign speeches, rallies, party convention

6820 Campaigning (in general)

6830 Election Posters

6840 Campaign Advertisement

Newspaper advertisement

6850 TV Spots

Campaign spots on television

6860 Web Campaigning

Websites of the parties and candidates, Facebook, YouTube, Twitter

6870 TV Debates

6900 Campaign Dynamics and Speculation

6910 Horse Race between Parties

Struggle for seats, struggle for coalition

6920 Horse Race between Candidates

Chancellor duel

6930 Odds and Chances of Winning or Losing of Parties

Opinion Polls, electoral endorsements, electoral warnings

6940 Odds and Chances of Winning or Losing of Candidates

Opinion Polls, popularity, performance, speculation on probable candidates,

speculation on probable chancellor, electoral endorsements, electoral warnings

6950 Race for undecided voters

6960 Speculations about possible coalitions/Coalition preferences

6970 Speculations about position allocation

Conjectures about positions and ministers

**7000 Campaign
Planning and
Organization**

7010 Lists of Candidates/Appointment of Candidates

7020* Balluch's Candidacy

7030 Campaign Team

Campaign headquarters, war room

7040 Campaign Costs/Campaign Funding

Campaign budget

7050 Consultants and Consulting Agencies

Spin doctors

**7100 Campaigning in
general**

7110 Campaign Review

**7200 Opinion Polling
and Media Impacts on
the Campaign**

7210 Role of the Media in the Campaign

7220 Role of the „Kronen Zeitung“

7230 Role of TV in the Campaign

7240 Role of TV Confrontations in the Campaign

7250 Role of Public Broadcasting (ORF) the Campaign

7260 Role of Internet in the Campaign

7270 Importance of Opinion Polls and Surveys in the Campaign

NON POLITICAL TOPICS

7400 Private Issues

7410 Family of the Candidates

Report and coverage about husbands/wives, children of politicians

7420 Hobbies

Politicians hiking, playing music

7430 Home Stories

Christmas at Chancellor Gusenbauer's place

7500 Political Representation

7510 Honors/Awards

Bestowal of a decoration and medals, ceremonial acts

7520 Openings

Fair and freeway openings

7600 Chronicle Issues

7610 Catastrophes/Disasters

Politicians helping after flooding, fires,... politicians doing clearing work

7620 Obituary, Cases of Death

Obituaries about deceased politicians

7630 Anniversaries/Memorial Days/Retrospectives

Ceremonies of anniversaries, e.g. 100 Years SPÖ

7700 Societal Appearances

7710 Society

Appearances of politicians, e.g. Vienna Opera Ball

7720 Cultural Events

Appearances of politicians, e.g. Salzburg Festival

7730 Sport Events

Appearances of politicians, e.g. ski-race in Kitzbühel

7740 Charity

Appearances of politicians, e.g. Life Ball

PERSONALITY PROFILES

7800 Performance of Politicians

Personal Performance of Politicians (in general)

7810 Expertise

E.g. economic expertise, intelligence, problem-solving competence

7900 Leadership Skills

7910 Leadership

She/he can/cannot lead the country/party, leadership qualities, power of self-assertion

7920 Ability to govern

Political experience

8000 Character and Integrity

8010 Reliability/Integrity

Principled, honest - dishonest, likeable – unlikeable

8020 Down-to-Earth Mentality

Populism

8030 Affairs and Scandals about Politicians

8031* Zach Affair (EADS)

8032* Strache Affair (paramilitary exercises)

8100 Style and Appearance

8110 Appearance/Look

Fat/thin, attractive/unattractive, young/old

8120 Health/Fitness

Fit, vital, healthy/ill

8130 Aura/Charisma

8200 Personal Details

Biographical Data

PARTY PROFILES

8300 Performance of Parties

Performance of parties (in general)

8310 Party Expertise

E.g. economic expertise, intelligence, problem-solving competence

8400 Leadership-Skills Party

8410 Ability to govern

Party can/cannot lead the country/party, leadership qualities, power of self-assertion

8420 Unity

Unity within the party, debates about the Chair of a party

8500 Character and Integrity of Party

8510 Credibility/Integrity

Honest - dishonest, reliability, populism, extremist, moderate

8520 Down-to-Earth Mentality

Populism

8530 Affairs and Scandals around Parties

8600 Style and Appearance of Party

8610 Modernity

Young, fresh, conservative, old party

8700 Biography of Party

Party history, party chronicles

8800 Party Organization

Committees within the party, filling of jobs and staff decisions

CONTACT

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Projekt „Mass Media Coverage and Effects“
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