Austrian National Election Study (AUTNES)

Codebook

Media Analysis

Austrian National Election Campaign 2008

AUTNES Media Side – Mass Media Coverage and Effects

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

Final Version: May 2010

Note:

Please note that this is a short version, only containing the most important content of the original version of the codebook. The extended version contains more detailed references to definitions and coding instructions. So far, the extended version is only available in German.

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1 EPISTEMOLOGICAL INTEREST AND OBJECT OF ANALYSIS

The media analysis is part of the national research network „AUTNES – Austrian National Election Study", funded by the FWF (Fonds zur Förderung der wissenschaftlichen Forschung). In the center of the sub-project „Mass Media Coverage and Effects" (Project Number: S10904-G11; Head: Günther Lengauer, University of Innsbruck) is the investigation of the communication of politics by the mass media during the national election campaign 2008. The media analysis investigates the role of the mass media in the communication, reflection and (re)framing of Austrian election campaigns and researches media content and –effects in the national election campaign 2008.

Therefore, the following research dimensions are of special significance:

- Relational relationship structures in the media coverage
    - Main topic – Actor – Evaluation – Involvement level
    - Parties and top candidates – Topic – Evaluation
    - Parties and top candidates – Traits – Evaluation

- Thematization – De-thematization
    - Topic structure of the media coverage
    - Editorial sections-positioning of political reporting
    - Dimension of political reporting in the election campaign

- Actors structure
    - Actor visibility in the media coverage
    - Party- and candidates-visibility, their record and gender
    - Actors evaluation in the media coverage and their initiator
    - Party- und candidates-evaluation in the media coverage

- Involvement levels in the media coverage
    - Passive vs. active Involvement and thematization of actors in the media coverage

- Level of Personalization of political reporting
    - Individualization
    - Privatization
    - Traits of candidates

- Level of confrontation in the media coverage
    - Tonality
    - Conflict-Centering
    - Competence-Portrayal
    - Prospectivity

- Game vs. Policy in the media coverage
  - Game-Focus
  - Contextuality resp. Fragmentation
  - Level of Dramatization

- Level of interpretation in the media coverage
  - Level of commentation
  - Dimensionality, polarization and intensification

- Dynamics of the media coverage
  - Perspectivity
  - Level of Mobilization
  - Electoral odds and coalition options resp. speculations and their evaluation

- Visualization of the media coverage
  - Level and manner of Visualization
  - Level of visualization of candidates

- Role of demoscopia
  - Demoscopic references
  - Salience und manner of demoscopic references

- Meta-politics
  - The thematization of the election campaign itself

The thematization and de-thematization structures are part of the research dimensions in the coverage of the election campaign. Who is discussed with what? Who is actively involving him/herself as communicator in the media coverage of the election campaign? Who is associated with which topics? Which actors are dominating the media coverage and which are not portrayed at all? How are the actors portrayed in the media coverage – with which evaluations, which level of involvement (active-passive) are they conveyed by the media? Who is claiming which topics how successfully? Which political contents are dominating the coverage of the election campaign? Are policy debates or meta-political, election-related contents in the main focus? Central element of the media analysis is also the framing of issues by the media (*generic media frames*). Are politics portrayed as sportive competition and game or as exchange of point of views in regard to policies? How strong is the coverage of politics personalized? In what way is the coverage of politics by the media centered on confrontative and negative elements etc.? In addition, the election odds and coalition speculations conveyed by the media are recorded, as are the demoscopic references and the level of visualization of the media coverage. Furthermore, the visibility and evaluation of the parties and top candidates applying countrywide are recorded.

1.1 OBJECT OF STUDY AND RELEVANCE CRITERIA

In the following segment the object of study and the relevance- and selection-criteria of the media analysis will be defined.

1.2 AUSTRIAN FEDERAL POLITICS AS OBJECT OF STUDY

The object of study relevance for the analysis is defined as coverage of Austrian federal politics – with or without explicit reference to the election. Requirement for the relevance of a report is his reference to federal politics (internal or external politics). Reports which touch main topics of regional or local politics (Federal Provinces-, district- or community-politics) are not part of the analysis.

Overview on the main topics relevant for analysis

- Policy Issues
    - o Field of Economic Policy
    - o Field of Financial Policy
    - o Field of Security Policy
    - o Field of External Relations
    - o Field of European Policy
    - o Field of Defense Policy
    - o Field of Infrastructural Policy
    - o Field of Educational Policy
    - o Field of Social Policy
    - o Field of Societal Policy – Social Values
    - o Field of Migration Policy
    - o Field of Cultural and Media Policy
    - o Field of Environmental Policy
    - o Field of Sports and Leisure Time Policy
- Process oriented Topics
- Political Structural and Cultural Topics
- Election related Topics
- Election Campaign related Topics
- Non political Topics
- Personality Profiles
- Party Profiles

Criteria for selection:

For the verification of analysis relevance, the content-related reference to Austrian federal politics must be recognizable in the headline resp. the lead of a report for newspaper reports and for TV-Reports in the anchoring. If the relevance is not identifiable in these text parts, the report is not selected and therefore not part of the analysis. Exceptions are reports without headline, lead or anchoring. In these cases, the whole report is basis for the decision, if a content-related reference to Austrian federal politics exists. The topic fields relevant for analysis which concern the Austrian

federal politics (Internal and External Politics) are to be taken out of the detailed Main Topic Catalogue (see Appendix A of the Codebook).

1.3   UNIVERSE – COMPREHENSIVE INVESTIGATION

All reports of the publication unit (edition of the newspaper, edition of the TV-News) constitute the basis of the report selection to the Austrian federal politics (universe). Formal categorizations (e.g. placing in the politics-section or –book) are no selection criteria of this research. All editorial edited pages of a newspaper (incl. letters to the editor, because they were editorially selected) are included into the analysis, as are the whole TV-News from the signation to the credits. The analysis will be conducted as universal survey. This means, that all media reports, which were published in the relevant time frame for the analysis and selected as relevant according to the criteria specified above, are included into the analysis. Paid-for advertisements and PR-Texts are excluded from the analysis.

1.4   SELECTION OF THE SOURCE MATERIAL

The formal identification of a separate media report is conducted as follows: A single report is a in itself and its form completed report. A report in a different form of presentation to the same topic/content is dealt with as new, separate report.

Figure 1: Example Report Borders

These reports each have separate headlines and therefore count as separate reports.

These sections don not have own headlines and therefore formally count as one single report.

So called info boxes (figures, statistics, separate text blocks), which can obviously be identified as part of a superior media report (as additional explication of background, additional information etc.), do not count as separate media reports but as integral part of the superior report. Info boxes do not count as separate reports.

´Figure 2: Info boxes

Print-Teasers and TV-Trailers (Headlines of the day):

Reports, which are „teasered" on the front page of a relevant newspaper (references and announcements to a more comprehensive story inside the newspaper) and include references to pages to the continuing of the report inside the newspaper are selected as separate reporting units. The trailer-reports of the TV-Evening News (Headline-Overview of the day) are coded as separate reports. Pure table of contents (Horoscope S. 17, TV-Programme S. 35 etc.) or programme announcements in the TV (Hints to discussions subsequently are no relevant reports.

Figure 3: Not coding relevant reports

Table of contents and TV-Programme-Hints are not coded

1.5 BASIS MATERIAL OF THE INVESTIGATION

The analysis is concepted as *real format*-investigation, meaning the basis for the coding process are the real formats and editions of the newspapers and TV-News. Therefore, it is ensured that coding is based on documents, which are available to media users and voters and it is ensured additionally, that all textual, auditive and visual elements are part of the coding.

1.6 TIME FRAME OF THE INVESTIGATION

The time frame of the investigation is comprised of the final six weeks of the national election campaign 2008. Due to the fact, that the TV-Evening News of the Election Day (Sunday, 28. September 2008) are to be seen as part of the post-election reporting, the following two parallel-equivalent investigation time frames for newspapers and TV-News emerge:

Investigation Time Frame Newspapers:

Monday, 18. August 2008, to Election Sunday, 28. September 2008 (42 Days), whereas the two quality papers „Der Standard" and „Die Presse" are published only on six weekdays and do not produce Sunday issues.

Investigation Time Frame TV-Evening News:

Sunday, 17. August 2008, to Saturday, 27. September 2008 (42 Tage).

1.7 MEDIA SAMPLE

The six at the time of the election campaign 2008 most wide-coverage, transregional[1] newspapers and the two most wide-coverage TV-Evening News from the public law and private sector in Austria.

Newspapers:

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[1] Newspapers are transregional, if it is published in a different form in more than one federal province.

Neue Kronen Zeitung

Kleine Zeitung

Kurier

Österreich

Der Standard

Die Presse

TV-Main Evening News:

Zeit im Bild 19:30 Uhr (public law)

ATV-aktuell 19:20 Uhr (private)

1.8   CONTEXT-, ANALYSIS- UND CODING UNIT

The objective analysis understands the media report as complete unit. Consequently, the report is not only to be seen as context unit (unit for the semantic explication of the coding unit), but also the primary analysis unit (unit about which statements should be made) and as such represents the primary coding unit (unit, whose characteristics are recorded), too. As context-, analysis- and coding unit serves the whole media report including all textual, auditive and visual parts (photos, info-charts and other visualizations). Only manifest parts of the competed media report can be part of the analysis. Context-related interpretations, which exceed the frame of the single media report, are not part of the coding in this analysis.

1.9   VALIDITY- AND RELIABILITY TESTING PROCEDURES

In the frame of a three-step pre- and re-testing procedure the quality and applicability of the category scheme is tested. In the course of this, a testing procedure with two levels is adopted. On the one hand, the validity of the coding is measured. Thereby the coding of the coding team is confronted with that of the principal investigator to capture the conformity of the coding concept of the coding team with that of the leading investigator. With this process the question is answered, if it is measured what should be measured. On the other hand, the inter-coder-reliability is recorded, which shows, how large the conformity between the coders (in pairs) in the coding is. In both testing procedures, a treshold of 0.700 (Holsti) is aimed at.

1.9.1   Quality Management I - Pretests

After a pretest-coding of the principal investigator in line of examining the codebook, it is adjusted accordingly and in a training round 1, lasting several days, communicated to the coding team. After having reached satisfying validity and reliability results (≥ 0.700 Holsti) for more than 95% of the variables in both testing procedures, the coding of the investigation material commences. The pretests are conducted in two waves, whereas after the first wave the second training round and after the second wave the third training round is scheduled.

1.9.2   Quality Management II - Retests

In the course of the ongoing coding two retests take place to control the stability of the validity and reliability. Retest 1 is undertaken after individually having reached the one-third-mark for the particular coder. Therefore, Retest 2 is undertaken after having reached the two-third-mark of the coding. A Retest-procedure allows the control of the quality of the coding over the course of time and controls eventually occurring changes in the conception of the concept over the course of time.

In total, five coding training rounds are held, three of those before the start of the coding in the line of the two-step pretest-phase and two individual training- and discussion rounds after the respective retests.

In total, seventy in a random mode chosen media reports from all news outlets relevant for analysis, including all journalistic styles, are taken into the testing procedure. This corresponds to a sum of ca. 92.400 coding decisions, whose quality and conformity prior to and in the line of the coding are tested.

2   FORMAL CHARACTERISTICS OF THE MEDIA REPORT

In the following section, the formal characteristics of the coverage and reports are defined and presented operationally.

V0 – REPORT IDENTIFICATION

[This variable is not part of the human coding-process. It was generated automatically afterwards and is comprised of a four digit-number on a rolling basis.]

Coding Scheme:

Natural Number from 1 to 6506

e.g.: 0012

V1 – CODER'S ID NUMBER

Every Coder is receiving an identification number, which is registered before every coding of a report.

Coding Scheme:

1   Coder 1: Edina Nozinovic
2   Coder 2: Elisabeth Grohsmann
3   Coder 3: Franz-Josef Brettermeier
4   Coder 4: Juliane Nagiller
5   Coder 5: Jürgen Vonbank
6   Coder 6: Mag.[a] Lea Hetfleisch
7   Coder 7: Mag. Manuel Innerhofer
8   Coder 8: Mag.[a] Marlene Lackner
9   Coder 9: Mathias Rentzsch
10   Coder 10: Matthias Sauermann

V2 – DATE

The date of publication resp. broadcasting of the report is recorded in the form day.month.year (dd.mm.yyyy).

Coding Scheme:

Entry of Date 17.08.2008-28.09.2008

e.g.: 21.09.2008

V3 – WEEK

[This variable is not part of the human coding-process. It was coded afterwards on basis of Variable 2 and included into the analysis.]

In this variable is recorded, in which of the weeks relevant for the research the article was published resp. broadcasted in the news outlet. Because the timeframes vary for newspapers and TV-reports, the following allocations are given:

Coding Scheme:

1   Week 1 (Newspapers 22.09.-28.09.2008; TV-Reports 21.09.-27.09.2008)
2   Week 2 (Newspapers 15.09.-21.09.2008; TV-Reports 14.09.-20.09.2008)
3   Week 3 (Newspapers 08.09.-14.09.2008; TV-Reports 07.09.-13.09.2008)
4   Week 4 (Newspapers 01.09.-07.09.2008; TV-Reports 31.08.-06.09.2008)
5   Week 5 (Newspapers 25.08.-31.08.2008; TV-Reports 24.08.-30.08.2008)
6   Week 6 (Newspapers 18.08.-24.08.2008; TV-Reports 17.08.-23.08.2008)

V4 – NEWS OUTLET

Here, the news outlet is recorded in which the report was published resp. broadcasted.

Coding Scheme:

Newspapers
1   Neue Kronen Zeitung
2   Kleine Zeitung
3   Kurier
4   Österreich
5   Der Standard
6   Die Presse

TV News
7   ORF Zeit im Bild 19:30 Uhr
8   ATV-Aktuell 19:20 Uhr

V5 – LAYOUT OF THE REPORT

All reports are coded as lead story, which are to be found on the front page of news papers resp. are teasered on the front page and are continued inside the newspaper (which are announced as teasers with references to pages and continued). Teasers inside the newspaper (on the first pages of editorial sections or books) are not regarded as lead stories. In any case, the report inside the newspaper or during the broadcasting, which the teaser refers to, is regarded as lead story. In regard to TV-News reports those reports are judged tob e lead stories, which are announced in the trailer and teasered shortly. Is a report, regardless of his size and layout, not teasered on the front page resp. in the trailer, it is no lead story. The reference on the front page to the story inside the newspaper can consist of the exact page or the reference to the editorial section (Sports, Economy etc.) and is sufficient as lead story-indicator. If to a report more than one reference are tied to (e.g. Page 11, Commentary P. 22), then the lead story-criteria is valid for all the respective reports which are teasered. If an article on the front page hints to more than one article in one editorial setting (e.g. Issue of the Day p. 2-3) only the largest report in size in this editorial section is coded as lead story. Te reports and teasers on the front page itself are in any case coded too in accordance with the coding scheme outlined below. This means that both teasers of an article on the front page and the article inside the newspaper, which the teaser refers to, are coded as lead story.

Coding Scheme:

0	no lead soty	Report does not meet the lead story-criteria. It is neither announced on the front page nor in the trailer and is not to be found on the front page resp. in the trailer.
1	lead story	Report meets the lead story-criteria. It is located on the front page resp. is announced on the front page or in the trailer.

V6 – LENGTH OF THE REPORT (NEWSPAPERS ONLY)

Here, the length of a report (including visual elements and headlines) in mm^2 without decimal places is measured.

Coding Scheme:

Natural number from 0 to ∞

e.g.: 5412,23 mm² = Code „5412"

V7 – PLACING OF THE REPORT (NEWSPAPERS ONLY)

This variable captures the placing of the report in the publication forum. This variable refers only to newspaper reports. The page, on which the page is published, is recorded. Those reports, which are not published on usual pages of a newspaper but in special supplements, are marked with S (for special supplement) and W (for „Wahl 2008" – election 2008) and with the page of the special supplement. If a report exceeds one page, that page is recorded, on which the report begins (e.g. the report is covered on page 9 and 10 – Coding "9").

Coding Scheme:

Natural number from 1 to ∞

e.g.: Page 4 = Code „4"

V8 – LEVEL OF VISUALIZATION (NEWSPAPERS ONLY)

Here, the size of the visual elements of a report is measured. Thereby the summarized size of all visual elements (photos, pictures, illustrations, figures, caricatures, excerpts of documents etc.) of a report is recorded in mm^2. If a report contains to visual elements, „0" is coded. If a report contains more than one visual element, the total size in mm^2 is to be coded. E

Reports, which are completely highlighted with a visual element in the background (pictures, photos etc.) are regarded as totally visualized and therefore in this cases the level of visualization matches the length of the report, even if textual elements are contained too in the foreground.

Figure 4: Examples for total Visualization

„Duell der Verlierer" (Die Presse, 20.9.2008)

Coding Scheme:

Natural number from 0 to ∞

e.g.:   Total size of the visual elements: 45 mm^2 = Code „45"

V9 – VISUALIZATION RATE (NEWSPAPERS ONLY)

[This variable is not part of the human coding-process. It was calculated afterwards on basis of Variable 9 „Level of Visualization" and Variable 6 „Length of the Report" and taken into the analysis.]

Here, the share of the visualization of the newspaper reports in percentage of the whole length of the report is captured.

Coding Scheme:

Percentage from 0 to 100.

z.B.: Length of the Report = 54.312 mm^2; Level of Visualization = 24.212 mm^2; 24.212x100/54.312 = 44,58%

V10 – TYPE OF VISUALIZATION (NEWSPAPERS ONLY)

[ONLY TO BE CODED, IF V8 IS NOT „0" – OTHERWISE CODE "99"]

Here is recorded, which type of visualization is in the center of the report. For each report only one type and therefore the dominating type of visualization can be recorded. If a report contains more than one type of visualization, the biggest (lengthiest) is to be taken into account.

Coding Scheme:

1	Photos	e.g. photos from a stand with election posters etc.
2	Charts and figures	e.g. Diagrams, maps, statistics etc.
3	Caricatures/Cartoons	e.g. Satirical drawings etc.
4	Drawings and sketches	e.g. drawings of sequences of events leading to an accident, drawings out of the courtroom etc.
5	Pictograms, symbols, logos	e.g. party logos, election 08-logo, seasonal logos etc.
6	Excerpts of documents	e.g. front page of the „Neue Kronen Zeitung", excerpts from court files, letters, election posters and -sujets etc.
7	Photos of the author	e.g. Commentators, guest authors; art figures like e.g. Amanda Klachl, Herr Strudl, Der Plappergeier etc.
8	Other illustrations	

| 99 | Coding requirements are not met | no visualization |

V11 – EDITORIAL SECTIONS (NEWSPAPERS ONLY)

Here is recorded, in which formal editorial section resp. In which sections group the newspaper report is published.

Because similar editorial sections in different newspaper have diverging labels, aggregations of related editorial sections are undertaken. In the following overview the different labeled editorial settings of the individual newspapers are aggregated according to valid coding categories (super-category).

Newspaper-Editorial Sections-Overview:

Front Page

Issue of the Day - Pages
„Thema" (Kleine Zeitung)
„Thema des Tages" (Die Presse)
„Thema des Tages" (Österreich)
„Thema" (Der Standard)

Politics (Internal Politics, EU-Politics, International Politics)
„Politik" (Kleine Zeitung)
„Inland" (Die Presse), „EU" (Die Presse), „Ausland" (Die Presse)
„Politik" (Österreich), „Österreich" (Österreich), „Die Welt" (Österreich)
„Inland" (Der Standard), „International" (Der Standard)
„Politik" (Neue Kronen Zeitung)
„Politik" (Kurier)

Economy
„Wirtschaft" (Kleine Zeitung)
„Economist" (Die Presse)
„Wirtschaft" (Österreich)
„Wirtschaft" (Der Standard), „Finanzen und Märkte" (Der Standard)
„Wirtschaft" (Neue Kronen Zeitung)
„Wirtschaft" (Kurier)

Local News
„Österreich" (Kleine Zeitung), „Kärnten" (Kleine Zeitung)
„Österreich" (Die Presse), „Wien" (Die Presse)
„Österreich aktuell" (Österreich), „Länder aktuell" (Österreich)
„Chronik" (Der Standard)
„Österreich" (Neue Kronen Zeitung), „Wien" (Neue Kronen Zeitung)
„Chronik", „Wien" (Kurier)

Editorial, Commentary and Letter to the Editor Pages
„Tribüne" (Kleine Zeitung), „Forum" (Kleine Zeitung), „Leserforum" (Kleine Zeitung)
„Meinung" (Die Presse), „Leserbriefe" (Die Presse)
„Leserbriefe" (Österreich)
„Kommentar der Anderen" (Der Standard), „Kommentar" (Der Standard)
„Das freie Wort" (Neue Kronen Zeitung)
„Leserbriefe" (Kurier)

Culture and Communication
„TV & Medien" (Kleine Zeitung)
„Feuilleton" (Die Presse), „Kultur" (Die Presse), „Medien" (Die Presse), „Medien" (Die Presse)
„Kultur" (Der Standard), „Kommunikation" (Der Standard), „Kunst" (Der Standard),
„Kultur", (Neue Kronen Zeitung) „Fernsehen" (Neue Kronen Zeitung)
„Kultur und Medien" (Kurier)

Sports

Special Supplement
z.B.: „Uni-Standard", „Wahl 08"

Other Sections:
Sammelkategorie für Ressorts wie (no taxative list!):
„Rechtspanorama" (Die Presse)
„Leben & Lernen" (Die Presse)
„Menschen" (Die Presse)
„Zeitgeschichte" (Die Presse)
„24 Stunden in 4 Minuten" (Die Presse)
„Menschen" (Kurier)
„Leute" (Kleine Zeitung)
„Forschung Spezial" (Der Standard)
„Netbusiness/Wissenschaft" (Der Standard)
„Wissenschaft" (Die Presse)

Coding Scheme:
1   Front Page
2   „Issue of the Day"-Page
3   Politics
4   Economy
5   Local News
6   Editorial, Commentary and Letter to the Editor Pages
7   Culture and Communication
8   Sports
9   Special Supplement
10   Other Sections

V12 – GENRE (NEWSPAPERS ONLY)

Here is recorded, which genre of newspaper reports the report is to be allocated to. Thereby in principle can be distinguished between pure editorial reports (news reports, commentary, interview etc.) and part-editorial reports (Letters to the Editor). In the case of the pure editorial reports is recorded, which journalistic form of expression is concerned. In principle, it can be differentiated between descriptive (News Report, Coverage etc.), interpretative (Commentary, Cartoon) and discursive (Interview, Discussion) formats, but not between editorial reports and guest reports. Front page Reports are captured with own codes (except commentaries and lead reports on the front page. These are regarded as Code „8" Commentaries). Therefore, a news report on the front page is either Teaser, Cover report, Cover headline or Cover picture with caption and not as Code „6" (News Report – this code is only valid for reports inside the newspaper).

Coding Scheme:

1	Teaser	*teasered* news on the front page resp. The first page of a book (removable part of a newspaper) resp. Editorial section, which is continued with a page reference at another point.
2	Cover headline	Isolated main headline on the front page.
3	Cover picture with caption	Big picture on the front page with caption.
4	Cover report	Main Report on the front page (only text, can only be coded once per front page).
5	Cover headline/-report with cover illustration	Cover headline (or cover report) and cover picture belong topically together.
6	News report	Part of news reports are too recurring sections, which portray political background not in commentary style, but in form of background information (e.g. „Politik inoffiziell" from the Neue Kronen Zeitung; „Politik von Innen" in the Kurier).
7	Newslet in a compiled overview	Short news in one single news block on politics-pages (e.g. „Aktuell", „Wahlkampfstenogramm", „kurz gemeldet", „Überblick", „in Kürze", „24h" etc.).
8	Commentary, column, gloss, editorial	Columns are recurring short commentaries; Glosses are short opinion showing reports, which use ironical and satirical elements and are published under pseudonyms („Herr Strudl", „Wolf Martin", „Amanda Klachl", „Der Plappergeier"). Editorials count as commentaries.
9	Interview, discussion	
10	Cartoon, caricature	
11	Press commentary, reprinting	

from other media

12	Picture with caption inside the newspaper	
13	Letter to the editor	
14	Other genre	Reports, which are not captured by the categories outlined above (e.g. „First time voter quiz").

Figure 5: Coding example 1 to news genres on the front page

Teaser

Cover report

Teaser

Cover picture with caption

Teaser

Teaser

Commentary

Teaser

Figure 6: Coding example 2 to news genres on the front page

Cover headline/-report with cover illustration

Teaser

V13 – LENGTH OF THE REPORT (TV)

Here, the length of a report is captured. The anchor reports, which introduce a film report thematically, are seen as belonging to the report and therefore count to the total length of the report. The length of the report can be taken from the second's display of the video player.

Coding Scheme:

Natural number from 0 to ∞
e.g.: 92 broadcasting seconds = Code „92"

V14 – GENRE (TV)

Here is recorded, which genre the TV-Report is. Hier wird festgehalten, um welche Art von TV-Beitrag, d.h. um welche journalistische Darstellungsform es sich handelt. In principle, it can be differentiated between descriptive (News Report, Coverage etc.), interpretative (Commentary, Cartoon) and discursive (Interview, Discussion) formats, but not between editorial reports and guest reports. Short reports in news blocks are classified as separate reports.

Coding Scheme:

1	Anchor report	The reading of a report by the anchorman/-women in the studio without additional visualization (without freeze/figure/illustration).
2	Visualized anchor report	The reading of a report by the anchorman/-women in the studio supported by freeze/figure/illustration in the background. Report contains no „rolling images".
3	Film report without sound bites	Film report with or without anchoring and without sound bites to the picture (background noise, interviews in the report, reports by correspondents etc.).
4	Film report with sound bites	Film report with or without anchoring and with sound bites to the picture (background noise, interviews in the report, reports by correspondents etc.).
5	Trailer report	Short, teasered report at the beginning of the news; gives an overview on the top-issues of the day.
6	Interview	
7	Discussion	A journalist or an anchorman /-woman speaks with more than one person or moderates a discussion between those persons.
8	Journalistic analysis or commentary	A journalist analyses a topic, a situation, an event. If an anchorman/-woman asks another journalist about their opinion on a subject, this counts as journalistic analysis too.
9	Other genre	

3   CONTENT-RELATED CHARACTERISTICS OF THE MEDIA REPORT

In the following section the content-related characteristics of the media report are defined.

3.1   GENERIC FRAME INDICATORS

The following, as bipolar defined frame indicators, content-related characteristics are each captured separate from the specifically coded main topics for the whole narrative of the report and represent the general pattern in regard to the perspective and the framing of the report.

V15 – GAME CENTRISM

This variable is about which policy debate substance the report conveys. Is it first about policy or polity discussions, problems or solutions, whose facts and relationships or consequences, or are the political competition, the political play of forces, political (election campaign-) staging and strategies dominating?

Core question GAME-CENTERED:

Is the article conveying politics predominantly as game, political play of forces, political competition or is it focusing on the strategic-tactical orientation or staging of politics?

Core question POLICY/POLITY-CENTERED:

Vermittelt der Beitrag vorwiegend den sachpolitischen oder strukturellen und somit den substanziell-inhaltlichen politischen Diskurs?

Coding Scheme:

0   not applicable
1   rather game-centered
2   balanced/ambivalent
3   rather policy/polity-centered

V16 – CONTEXTUALITY

Here it is being differentiated between an epdisodic/de-contextualized and a thematic/contextualized framing of the report. Episodic framed reports are de-contextualized, event- and case-focused. They refer primarily to the immediate and punctual event and describe it and do not leave the frame of this case, this immediate episode. In contrast, thematic and contextual

framing of political reporting offers a context-oriented perspective on politics. The coverage goes beyond the immediate, punctual event and the snapshot and provides contexts and backgrounds, which are based on additional research.

Core question EPISODIC/DE-CONTEXTUALISED:

Is the report conveying exclusively a punctual snapshot or an isolated individual case, an episodic isolated case study and does it convey therefore only the immediate, punctual event without going beyond it?

Core question THEMATIC/CONTEXTUALISED:

Is the report conveying a substantial thematic reference, which goes beyond an isolated snapshot or an isolated case study, which leaves the immediate event and embeds the discourse in a broader contextual and/or temporal context, linkage and background?

Coding Scheme:

0   not applicable
1   rather episodic/de-contextualized
2   balanced/ambivalent
3   rather thematic/contextualized

V17 – DIMENSIONALITY

Here it is recorded, if the report, independently from its length, is constructed argumentatively multi-dimensional or one-dimensional. Requirement for the application of this frame is the existence of at least one argument/one position or explanatory model. One-dimensional is a discussion, if only one exclusive argument (also if it is composed of more than one argument, if all arguments clearly point in the same direction and are mentioned to support the single argument of the article) is portrayed or if a reduced, shortened and simplified polarization (Good-Bad-Scheme, Friend-Enemy-Scheme) is conveyed. Multi-dimensional is a report, if it goes beyond this simple, shortened polarization or exclusivity of a point of view, a perspective and if it does not convey an exclusive position, but deviating positions and arguments.

Core question ONE-DIMENSIONAL:

Is the report conveying solely an exclusive perspective or a quasi-exclusive perspective in sense of a clear, polarizing, simplifying perspective (Black/White, Good/Bad, Friend/Enemy etc.) to a political circumstance?

Core question MULTI-DIMENSIONAL:

Is the report conveying differentiable perspectives, positions or arguments, which go beyond a simplifying and reduced perspective (Black/White, Good/Bad, Friend/Enemy etc.)?

Coding Scheme:

0   not applicable
1   rather one-dimensional
2   balanced/ambivalent
3   rather multi-dimensional

V18 – LEVEL OF COMMENTATION

Here, the level of commentation in the political coverage of the media is recorded. Thereby it is not being differentiated, who the author of the commentation is. Reports are considered to be commentating if they place interpretative or speculative portrayals at their center. Commentations are thereby defined in the sense of interpretations or speculations, which are conveyed by the report. Reports are considered to be descriptive, if they neutrally describe events, the actions of political actors or topics and abandon speculative or interpretative assessments.

Core question INTERPRETATIVE-COMMENTATING:

Is the report conveying predominantly commentating or speculative interpretations?

Core question DESCRIPTIVE:

Is the report conveying predominantly descriptive portrayals, which „stand/speak for themselves" and are not additionally commentated and interpreted, meaning the picturing description of events or circumstances?

Coding Scheme:

0   not applicable
1   rather interpretative-commentating
2   balanced/ambivalent
3   rather descriptive

V19 – DRAMATIZATION

Here the level of dramatization towards politics and the political actors is captured. Crucial for the coding is the impression, which is conveyed by the report, meaning if the coverage appears to be dramatized or sober/factual resp. unemotional. It is being differentiated, if the report is kept rather in a dramatizing, sensationalizing, campaigning, moralizing, pillorying, excited, escalating tone or rather in a sober, factual, unbiased, descriptive, and de-escalating, neutral and non-moralizing way.

Core question DRAMATIZED:

Is the report convesying politics predominantly in a dramatizing, inflating, exciting, sensationalizing, appelating or emotionalizing way?

Core question UNEMOTIONAL/SOBER:

Is the report conveying politics predominantly in a not emotionalizing, sober, factual or de-escalating way?

Coding Scheme:

0   not applicable
1   rather dramatized
2   balanced/ambivalent
3   rather unemotional/sober

V20 – PERSPECTIVITY

Here it is coded, which chronological perspective is portrayed on politics/the campaign. The report can basically be characterized and dominated by a retrospective perspective or a prospective perspective. Decisive is the dominating chronological perspective on politics – a view to the past or a view to the future?

Core question RETROSPECTIVE:

Is the report portraying predominantly a view on past events and is retrospective and balancing?

Core question PROSPECTIVE:

Is the report portraying predominantly a view to future events and is forward-looking?

Coding Scheme:

0   not applicable
1   rather retrospective

2	balanced/ambivalent
3	rather prospective

V21 – MOBILIZATION

Here it is being differentiated generally between a demobilizing and a mobilizing character of the political coverage. Portrayals are mobilizing, if they convey an activating, dynamizing („to build momentum, „to gather pace" etc.) and involving (thrill and dynamic conveying) character to politics in general or to the campaign and election in particular. Portrayals are demobilizing, if they convey a deactivating, alienated, or resigning character of politics in general or to the campaign and the election in particular.

> Core question DEMOBILISING:
>
> Is the report conveying predominantly a deactivating, de-dynamizing or alienated character, which signals stagnation or resignation?

> Core question MOBILISING:
>
> Is the report conveying predominantly an activating, involving, requesting or dynamizing character, which signals departure or pleas for renewal?

Coding Scheme:

0	not applicable
1	rather demobilizing
2	balanced/ambivalent
3	rather mobilizing

V22 – PROSPECTIVITY

Prospectivity means the *optimistic resp. pessimistic character of the coverage*. A report is considered to be optimistic, if it predominantly conveys the impression, that positive developments are realistic, possible or likely or if the current state is characterized as positive base for the future. A report is considered to be pessimistic, if it predominantly conveys an unpleasant, hopeless or negative future prospect or if concepts are characterized as not promising success.

If a report only reflects the actual, immediate event and is only referring to past events, without looking to the future, then no prospectivity is present.

> Core question PESSIMISTIC:

Is the report conveying predominantly unpleasant, disadvantageous, resigning, skeptical outlooks or future scenarios?

Core question OPTIMISTIC:

Is the report conveying predominantly pleasant, advantageous, hopeful expectations, outlooks and future scenarios?

Coding Scheme:

0   not applicable
1   rather pessimistic
2   balanced/ambivalent
3   rather optimistic

V23 – TONALITY

Here it is coded, if politics in total is portrayed rather in a negative or a positive tonality. In the core lies the question, which picture is drawn of politics – a positive resp. affirmative (Good News) or a negative resp. repudiating (Bad News) picture. Indicators for a negative tonality are the portrayal of scandals, crisis, fights, conflicts, controversies, failure, stagnation or resignation etc. Indicators for a positive tonality is an affirmative tone, the portrayal of success, finding of consensus, optimistic outlooks, pleasant developments, departure etc.

If a report contains neither indicators which point to a negative tonality, nor indicators which point to a positive tonality, the report is classified as "0 – neutral".

Core question NEGATIVE TONALITY:

Is the report conveying predominantly a destructive picture of politics, is it spreading „unpleasant news" and is focusing on failures resp. unsolved problems by placing in the center, that the politics is failing, fighting or celebrating failures or is facing negative-critical developments?

Core question POSITIVE TONALITY:

Is the report conveying predominantly a constructive picture of politics, is it spreading „pleasant news" and focusing on the capability resp. solution approaches by placing in the center, that the politics is moving something, is achieving progress, offering solutions or facing positive-constructive developments?

Coding Scheme:

0   neutral
1   rather negative tonality
2   balanced/ambivalent
3   rather positive tonality

V24 – CONFLICT

Here it is recorded, if the focus of the report lies more on the conveyance of conflict resp. consensus of politics. Is the report concentrating on controversies, critics, fights and disputes between actors, institutions, to problems and solutions or is it concentrating on agreements, positive cooperation, finding of compromises?

Core question CONFLICT-CENTERED:

Is the report conveying predominantly controversial elements like conflicts or attacks?

Core question CONSENSUS-CENTERED:

Is the report conveying predominantly consensus-oriented elements like agreement-, cooperation- and compromise-capabilities or –offers resp. statements of support and unity?

Coding Scheme:

0   not applicable
1   rather conflict-centered
2   balanced/ambivalent
3   rather consensus-centered

V25 – COMPETENCE

Here it is coded, in what extend the report conveys the capability and competence of political actors and politics in general. The evaluation can therefore be either positive (portrayal of performance and competence), or negative (portrayal of failure and incompetence) and refer to specific political actors or politics in general. It does not play a role if the report conveys evaluations of events that reach further in the past or if it evaluates current events or actions.

Core question DEFAULT- AND INCOMPETENCE-CENTERED:

Is the report conveying predominantly political failure and political incompetence?

Core question ACHIEVEMENT- AND COMPETENCE-CENTERED:

Is the report conveying predominantly political achievements and political competence?

Coding Scheme:

0   not applicable
1   rather default- and incompetence-centered
2   balanced/ambivalent
3   rather achievement- and competence-centered

V26 – PERSONALIZATION

Here it is coded, in what extend the political coverage is personalized resp. individualized.

Personalized/Individualized: The main topic/the discourse is primarily carried by one (or more) single person/s resp. is referring to him/her and reflects individual positions (e.g. „Fight between the governing parties – Molterer attacks Faymann" etc.). This is valid too, if the main topic itself is a person (e.g. „Faymann's private life").

Instituationalized/Collective: The main topic/the discourse is primarily carried by one (or more) collective organization actors (institutions, parties etc.) resp. is referring to collective actors and reflects collective positions (e.g. "Fight in the governing coalition – SPÖ attacks ÖVP" etc.). If single actors act in a speaking role for their institutions, the report counts as collective.

Core question PERSONALIZED/INDIVIDUALIZED:

Are as primary carriers/referring objects of the report appearing one (or more) single persons resp. are portrayed predominantly individualized positions?

Core question INSTITUTIONALIZED/COLLECTIVE:

Are as primary carriers/referring objects of the report appearing one or more collective, institutional organization actors resp. are portrayed predominantly collectivized positions?

Coding Scheme:

0   not applicable
1   rather personalized/individualized
2   balanced/ambivalent
3   rather institutionalized/collective

V27 – PRIVATIZATION

[ONLY TO BE CODED, IF V26 WAS CODED WITH „1" OR „2", OTHERWISE CODE "99"]

If reports are coded as personalized, then for the whole report is recorded, in what context the personalization is conveyed predominantly. Thereby is to be differentiated between professional and political context (leadership capability, expertise etc.) and non-political, private contexts (treats, family, hobbies, personal interests etc.).

Core question PRIVATIZED CONTEXT:

Is the personalized report focusing predominantly on the private and personal context resp. on the private and personal treats of the person/s? Fokussiert ein personalisierter Beitrag vorwiegend auf den privaten und persönlichen Kontext bzw. auf die privaten und persönlichen Eigenschaften der Person/en?

Core question PROFESSIONAL AND POLITICAL CONTEXT:

Is the personalized report focusing predominantly on the professional and political context of the person/s?

Coding Scheme:

0   not applicable
1   rather privatized context
2   balanced/ambivalent
3   rather professional and political context
99   coding requirements are not met

3.2   ELECTION AND ELECTION CAMPAIGN-REFERENCES

In this section, the explicit reference to the election resp. campaign in the media coverage is recorded.

V28 – REFERENCE TO THE ELECTION

Here it is coded, if in the report a directly recognizable and therefore explicit reference to the national election 2008 or to the campaign 2008 resp. to the stem „wahl" ("election") in the context of the national election 2008 is established. Common synonyms for the election are to be seen as explicit election references too, the same is valid for references to „voters", if these references clearly are linked to the election 2008.

Coding Scheme:

0   no explicit „election" reference in the report recognizable
1   explicit „election" reference in the report recognizable

3.3   DEMOSCOPIC REFERENCES

In this group of categories is recorded, which importance the demoscopic references take in the campaign coverage and which types of demoscopic references can be identified.

V29 – RELEVANCE OF REFERENCES TO OPINION POLLS

In this variable it is differentiated, if there are identifiable references to opinion polls in the report and which intensity these references have.

Coding Scheme:

0	no reference to opinion polls	No general or specific reference to demoscopia or opinion polls identifiable.
1	minor relevance of opinion polls	Less than a third of the report reflects opinion polls.
2	mid-level relevance of opinion polls	Between one third and two thirds of the report reflect and refer to opinion polls.
3	central relevance of opinion polls	At least two thirds of the report reflect opinion polls.

V30 – TYPE OF REFERENCE TO OPINION POLLS

[ONLY TO BE CODED, IF V29 IS NOT "0", OTHERWISE CODE "99"]

Here can be differentiated between references with and without the presentation of data. Only one type can be recorded per report. This means that the most dominant type, the type which takes the most space in the report, needs to be identified.

Coding Scheme:

1	Horse-race centered opinion polls	All references to opinion polls, which center on the competitional character, for example the „Sunday-question", preferences for chancellor, polls about the popularity of candidates etc.
2	Topic/issue-centered opinion polls	Data about positions regarding specific political issues (e.g. environment protection, deportation of criminal foreigners etc.)
3	Opinion polls centered on forms of electoral behavior	Opinion polls, which focus on the interest in the campaign, percentage of swing voters, percentage of uncommitted voters etc.
4	Election stock markets	Data which represents the results of election stock markets (fictional trade with stocks on parties).
5	Not representative opinion polls	Not representative polls like interviews with celebrities or people-in-the-street polls.
6	Opinion polling in general	No data is presented, just referents to opinion polling in general or to the role of opinion polling.
7	Other references to opinion polls	
99	Coding requirements are not met	If V28 "Reference to the Election" was coded with „0".

3.4   ELECTORAL ODDS OF PARTIES, CANDIDATES AND COALITIONS

In this section both the references to electoral odds of parties and candidates and the references to coalition options and speculations are recorded. The evaluations are also coded for both dimensions.

V31/33 – ELECTORAL ODDS OF PARTIES AND CANDIDATES 1-2

Here it is recorded, if in the report electoral speculations regarding parties and their candidates are identifiable. Only references regarding the national election 2008 are to be seen as valid elements for this variable.

Only two electoral odds resp. speculations can be recorded per report. If more than two electoral odds are mentioned, the one which is discussed more intensively is to be coded.

Coding Scheme:

0   no electoral odds addressed
1   electoral odds of the SPÖ
2   electoral odds of the ÖVP

3	electoral odds of the FPÖ
4	electoral odds of the Greens
5	electoral odds of the BZÖ
6	electoral odds of the other Parties
10	electoral odds of Faymann
11	electoral odds of Molterer
12	electoral odds of Strache
13	electoral odds of Van der Bellen
14	electoral odds of Haider
15	electoral odds of other candidates

V32/34 – EVALUATION OF ELECTORAL ODDS 1-2

[ONLY TO BE CODED, IF V31/33 IS NOT "0", OTHERWISE CODE "99"]

Here it is recorded, in which tonality the electoral odds of parties and candidates are discussed predominantly. For every coded electoral odd in the preceding variable the evaluation is recorded (therefore, <u>two </u>evaluations per report at maximum).

Positive evaluation of the electoral odds: To this category evaluations are to be allocated, which suggest the conclusion, that the chances are "good", that they have improved etc. Explicit electoral endorsements and appeals count as positive evaluations ("we therefore call to vote for the SPÖ").

Negative evaluations of electoral odds: To this category evaluations are to be allocated, which predominantly lead to the conclusion, that the chances are "bad", that they have decreased etc. Explicit electoral warnings ("it should be backed away from voting for the BZÖ and to throw away the vote") count as negative evaluations.

If both dimensions are mentioned in the same intensity, an ambivalent evaluation is to be coded.

Coding Scheme:

0	neutral/no evaluation
1	rather negative evaluation of the electoral odds
2	ambivalent evaluation of the electoral odds
3	rather positive evaluation of the electoral odds
99	coding requirements are not met

V35/37 – COALITION OPTIONS AND SPECULATIONS 1-2

As coalition speculations and coalition options, those discourses are to be seen, which deal with possible coalition options and their chances of realization after the elections and due to the electoral outcome. To this category, evaluations of coalition options of single candidates or their preferred coalition option are to be allocated, too.

Only two coalition options and speculations can be coded per report. If more than two coalition options are mentioned, the one which is discussed with more intensity is to be coded.

Coding Scheme:

0   no coalition options or speculations addressed
1   Grand Coalition
2   SPÖ-FPÖ
3   ÖVP-FPÖ
4   SPÖ-Greens
5   ÖVP-Greens
6   ÖVP-FPÖ-BZÖ
7   other coalition options or speculations

V36/38 – EVALUATION OF COALITION OPTIONS 1-2

[ONLY TO BE CODED, IF V35/37 IS NOT "0", OTHERWISE CODE "99"]

Here it is recorded, in which tonality the coalition options and speculations are discussed predominantly. For every coded coalition option in the preceding variable the evaluation is recorded (therefore, two evaluations per report at maximum).

Positive evaluations: The discussed coalition option is endorsed, seen as possible, realistic, preferable, desirable etc.

Negative evaluations: The discussed and coded coalition option is rejected, seen as impossible, not realistic, unreasonable, not desirable etc.

If both dimensions are mentioned in the same intensity, an ambivalent evaluation is to be coded.

Coding Scheme:

0   neutral
1   rather negative evaluation of the coalition option
2   ambivalent evaluation of the coalition option
3   rather positive evaluation of the coalition option
99   coding requirements are not met

3.5   RELATIONSHIP STRUCTURE BETWEEN MAIN TOPIC AND MAIN ACTORS

The goal of this section of analysis is to record the direct content-related network of relationship between the main topic (the main focus) of the report (What is the story about?) and the related main actors (Who is involved in connection with the main topic?). Therefore, in a first step it is identified, what the story in its core is about, and at the same time the involved main actors (both individual and collective) and their record related to the main topic are recorded. At maximum, five main actors can be recorded per report. Additionally, it is coded in what tonality the main topic is

conveyed. If the main topic is a non-policy issue, it is recorded if an issue reference (surrounding discussion with a policy issue at its core) is identifiable. In this relationship structure, it is recorded in reference to the main actors, with what involvement (active vs. Passive communicator) and evaluation (positive, ambivalent, negative, neutral) they are conveyed. Additionally, the authors of the evaluations are recorded as are the traits of the main actors and the evaluations of the traits. Consequently, the following component structure regarding main topics and actors in the report emerges (see figure 7):

Figure 7: Relationship structure between main topic and main actors
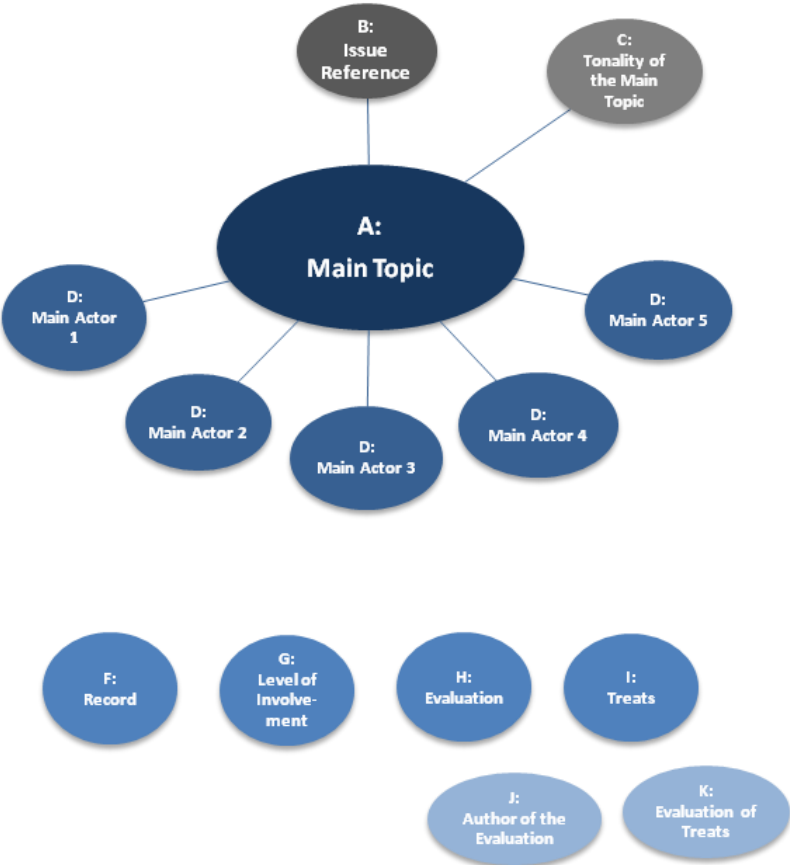
3.6 TOPICS OF THE REPORT

In this section, the definitions and coding instructions regarding the main topic of the report are discussed.

3.6.1 Definition and Identification of the Main Topic

Only the content-related primary aspect, which is discussed broadest and is allocatable to a coding category of the main topic catalogue (Appendix A), can be coded. The opening question presents itself: *What is the story about?* Around which topic is the report circling primarily? Are more than one main topic identifiable with the same weight, the one which is discussed first is selected.

3.6.2 Definition and Identification of the Issue-Reference

The issue-reference is illustrating the policy reference of main topics, which are either process oriented, election campaign related or non political (see Appendix A). For example, the main topic of a report can be the special session of the national assembly about the 5-point programme of Werner Faymann (process oriented main topic; Code 4860 Special Session of National Assembly). The issue-reference therefore is the 5-point programme of Werner Faymann (policy issue; Code 1020 5-Punkte-Programm Faymann), even if this issue is not at the center of the report but only serves as reference.

Therefore, for every non policy topic, which is located in the fields „process oriented topics", „election campaign related topics" or „non-political topic" a dominating issue-reference can be allocated additionally.

Issue-References can stem from the topic fields „policy issues", „electoral topics" or „political structure and culture topics". The specific codes are listed in Appendix A.

3.6.3 Coding of the Main Topic

After comprehensively reading resp. listening to the report, it has to be judged first, which main topic field the main topic of the report is to be allocated to. If this decision has been made, the relevant category has to be located. The coding hast to be undertaken as specifically as possible. If the category on level 3 is applicable, it is to be coded. If the categories on level 3 are too specific, the superior category on level 2 has to be allocated and so forth.

If several identifiable main strands of a report are allocatable to the same category, these strands are forming one single main topic.

Figure 8: Example identification and classification of the main topic
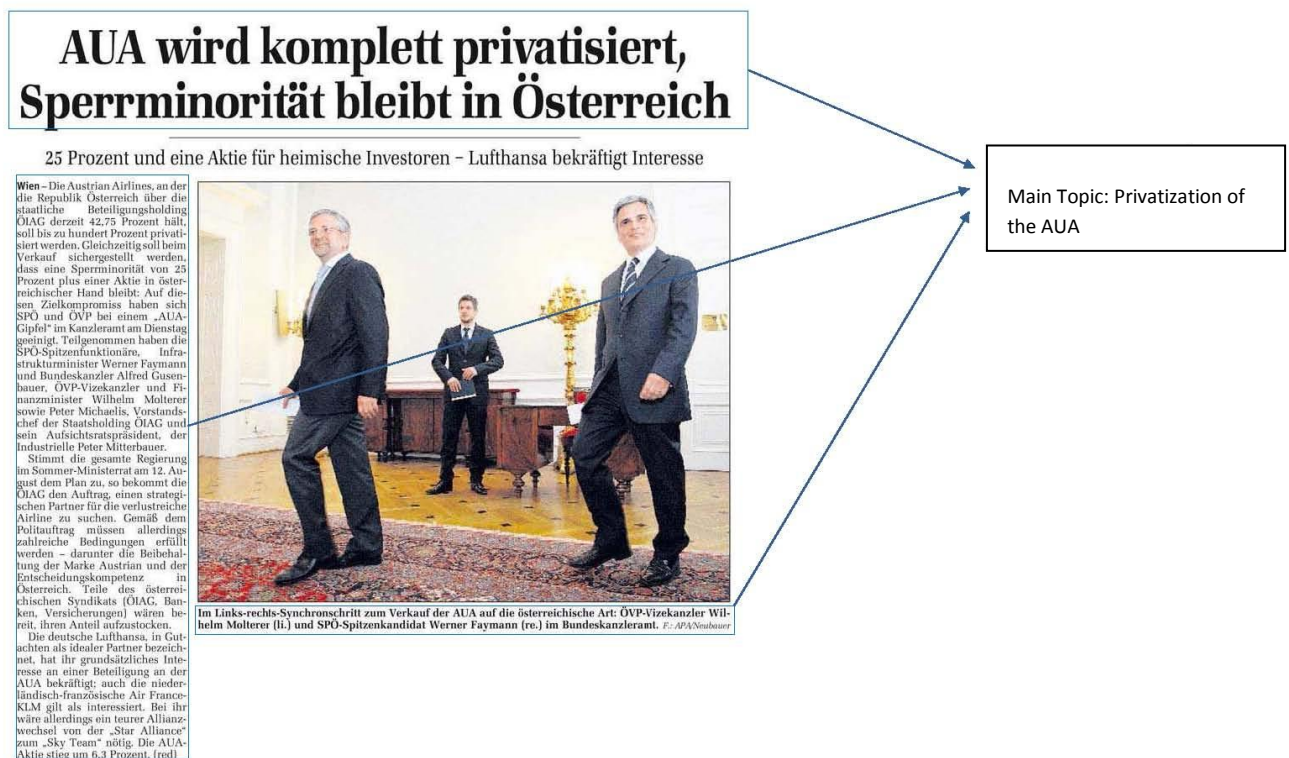
Main Topic Classification:

Topic Field – Policy Issues

       Ebene 1 – Privatization – Nationalization (Code 1200)

             Ebene 2 – Privatization (Code 1210)

                    Ebene 3 – Privatization of the AUA (Code 1220)

3.6.4 Coding and Selection Steps regarding the Main Topic

The following steps have to be executed and adhered to:

1. The report hast o be read in its full length resp. has to be viewed and listened to in its full length.

2. For every report, <u>one</u> main topic has to be recorded.

3. The main topic is identified out of the categories of the main topic catalogue (Appendix A). The main topic is the topic which is discussed broadest.

3. If several topics are discussed in the same length, the selection has to be undertaken according to the following steps:

Selection order for equal-ranking main topics

Newspapers:
1. Thematization in the main headline
2. Thematization in the teaser
3. Thematization in the subheadline
4. Thematization in the lead
5. Thematization in the caption
6. Thematization in the continuous text

TV-News:
1. Thematization in the trailer-headline at the beginning of the TV-News
2. Thematization as visualized headline at the anchoring of the TV-Report
3. Thematization as caption in frozen images at reports of the speakers (Anchor Reports)
4. Thematization in the first third of the report

3.6.5 Subject Areas

The following subject areas of the political thematization are constituting the frames of the topic catalogue to the „Austrian Federal Politics". The specified and detailed coding categories are to be found in the topic catalogue (Appendix A).

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

V39 – MAIN TOPIC (ORIGINAL)

In this variable, the main topic of the report is recorded. The individual topic categories and their codes are to be found in the Topic Catalogue (Appendix A).

V40 – ISSUE REFERENCE (ORIGINAL)

[ONLY TO BE CODED, IF V39 WAS CODED WITH A PROCESS ORIENTED TOPIC (Codes „4800 – 5130"), AN ELECTOION CAMPAIGN RELATED TOPIC (Codes „6700 – 7270"), A NON POLITICAL TOPIC (Codes „7400 – 7740") OR WITH A PERSONALITY/PARTY PROFILE (Codes „7800 – 8800"), OTHERWISE CODE „99"]

Here, the issue reference of process oriented, election campaign related or non political topics resp. personality and party profiles is coded. The issue reference is corresponding to the policy trigger case of process oriented, election campaign related or non political topics resp. personality and party profiles. If no policy trigger case, no issue reference is identifiable, "0" has to be coded. Issue-References can only allocated out of the categories "policy issues", "electoral topics" or "political structure and culture topics". According to this, the following codes out of the topic catalogue (Appendix A) are at disposal.

Coding Scheme:

0   no issue reference recognizable
99   The coding requirements are not met

All other codes are taken from the topic-catalogue (see Appendix A):
1000-4730   policy issues
5200-6000   issues of political structure and culture (polity)
6500-6640   electoral issues (polity)

V41 – TONALITY OF THE TOPIC

Here it is coded, if the identified main topic is portrayed predominantly rather in a negative or in a positive tonality. Controversies, critique, conflicts, failures, attacks and pessimistic outlooks etc. in relation with the main topic are thereby seen as negative tonality. This complies to the tonality in sense of „Bad News". The finding of consensus, the solution of problems, good economical data, optimistic outlooks and evaluations, success etc. are categorized as positive tonality and "Good News".

Decisive is solely the portrayal and capture by the media (which overall tonality the report is stressing). All topic categories are thereby to be seen as neutral. The topic „Crime" therefore is not per se afflicted with a negative tonality, but it depends on the way this topic is portrayed. Less burglaries, for example, are „good news", whilst more burglaries are „bad news". Additionally, the tonality of the topic is not only comprised of the genuine journalistic evaluations of the topic – the negative tonality can also come from other actors, for example from political actors (e.g. negative campaigning).

Negative Tonality: Controversies, critique, conflicts, failures, attacks and pessimistic outlooks, *bad news,* etc.

Positive Tonality: The finding of consensus, the solution of problems, good economical data, optimistic outlooks and evaluations, success, *good news,* etc.

Coding Scheme:

0   neutral/no evaluation
1   rather negative tonality
2   balanced/ambivalent
3   rather positive tonality

V42 – MAIN TOPIC (AGGREGATED)

[This variable is not part of the human coding process, but is captured automatically out of the coding of variable 39]

Here, the main topic and its coding on level 2 and 3 are aggregated and the categories on level 1 are captured. [Codes see Appendix A]

V43 – ISSUE REFERENCE (AGGREGATED)

[This variable is not part of the human coding process, but is captured automatically out of the coding of variable 40]

Here, the issue reference and its coding on level 2 and 3 are aggregated and the categories on level 1 are captured. [Codes see Appendix A]

3.7 MAIN ACTORS

In this section, the definitions and coding rules to the field of the main actors are laid down.

3.7.1 Definitions and Identifications of Actors and Main Actors

All actors mentioned by name or synonyms are taken into account, if they are mentioned in regard with the coded main topic.

Actors are qualifying as main actors if they are mentioned at least twice by name or synonyms (only if they are allocatable undoubtedly) and are closely connected with the main topic. The visibility of an actor in a picture only counts as mention, if the actor is mentioned by name in the caption and is therefore clearly identifiable. Main actors therefore can be all single actors or collective actors, which are allocatable to categories in the actor catalogue (Appendix B).

3.7.2 Coding and Selection Steps to the Main Actors

Actors have to fulfill the selection criteria (see 3.7.1). For every identified main topic, fice main actors can be identified and coded at maximum. The sequence does thereby not play a role. All identified main actors are to be seen as equal-ranking.

The following selection steps are to be followed:

1. Step:
Main Actors have to be named twice and in direct relation with the main topic. They are either mentioned in regard with the main topic by third persons (passive, object) or are connecting themselves with the main topic (active, subject).

2. Step:
By the selection of the main actors (5 per main topic and report at maximum) the following selection order has to be followed:

Newspapers:
1. Mention in the main headline (example figure 9: AUA)
2. Mention in the caption/pictures/figures/info-boxes etc. (example figure 9: Molterer, Faymann)
3. Mention in the teaser or subheadline
4. Mention in the lead
5. Mention in the continous text (example figure 9: Lufthansa, ÖIAG)

TV-News:
In TV-Reports, the main actors have to be named at least twice textual (faded in during the report) or auditive. The sole visual presence without textual or auditive mention does not count as mention allocatable to the actor.

1. Textual mention in the title of the report (=visualized headline at the anchoring of the report)
2. Auditive mention in the anchoring of the report
3. Textual/auditive mention in the film report

3. Step:

If a report contains different actors, which both belong to the same collective category, but are only mentioned once, the respective code may not be able to be allocated. For example, the two airlines „Fly Niki" and „Lufthansa" both belong to the category „companies". If they are only mentioned once, the code may not be allocated. If one of these actors is mentioned twice, the code may be allocated representative for the respective company. If they both qualify as main actors, the code „companies" has to be coded twice.

Figure 9: Example Main Actors Identification
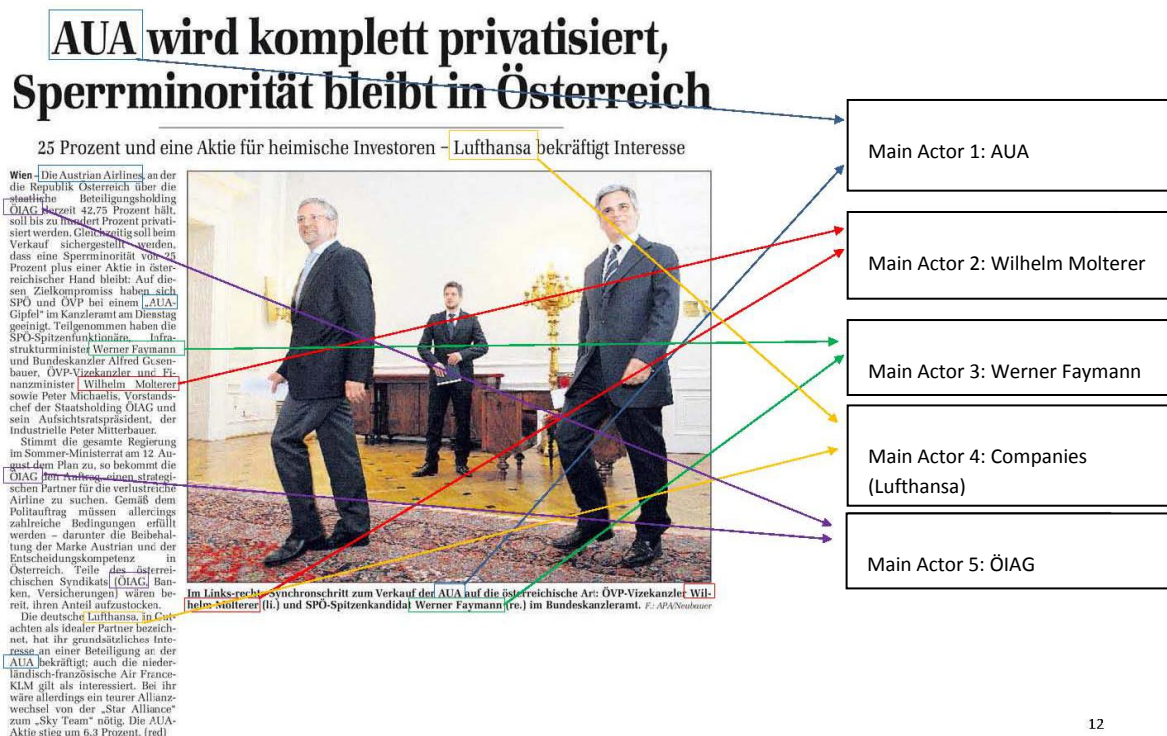
Special case - No actor fulfills the main actor's criteria:

1. No actor is mentioned at least twice: In this case the actor which is named first in the continuous text is selected as main actor – provided that he is mentioned with a direct connection to the main topic.

2. If no actor at all is mentioned in the report, the coding of actors and their gender, level of involvement, evaluations and author of the evaluation, but not the coding of the main topic.

V44/52/60/68/76 – MAIN ACTOR 1-5

Here, the main actors of the report are captured. The codes are to be found in the actor catalogue (Appendix B).

Coding Scheme:

0	no main actor addressed
100 – 7920	main actors according to actor catalogue (Appendix B)

V45/53/61/69/77 – RECORD REFERENCE 1-5

[ONLY TO BE CODED, IF V39/40 WERE CODED WITH A POLICY ISSUE, ELECTORAL TOPIC OR WITH A POLITICAL STRUCTURE AND CULTURE TOPIC RESP. A PERSONALITY OR PARTY PROFILE, OTHERWISE CODE „99"]

In principal it is coded here, if a record reference (connected with a main actor) is identifiable regarding the main topic or the issue reference. Record references are retrospective statements about the behavior of actors in the past legislative periods, which refer to policy issues, electoral topics, political structure and culture topics resp. to personality and party profiles and are retrospectively drawing a balance (portrayal of the policy measures and activities; success/failure).

The author of the record reference is insignificant. Record references have to refer to events/actions in the past. References to current events are not to be seen as record references. The extent oft he record reference does not play a role.

Characteristic words and expressions which point at the record reference are:

- „In the last two years of his chancellory he did…"
- „Since he took the office …"
- „Since [year]…"
- „In the last 4 years …"
- „At the last reform …"
- „We have implemented the model … precisely"
- „… like Carinthia already has!"

- „The way taken by the BZÖ has to be followed"
- „Under Chancellor Gusenbauer…"
- „have implemented… a year ago"
- „Since our taking office…"

Coding Scheme:

0   no record reference
1   yes, record reference
99   coding requirements are not met

V46/54/62/70/78 – GENDER OF INDIVIDUAL MAIN ACTOR 1-5

[ONLY TO BE CODED, IF THE IDENTIFIED MAIN ACTOR IS AN INDIVIDUAL ACTOR, OTHERWISE CODE "99"]

Here, the gender of the individual main actor is recorded.

Coding Scheme:

0   male
1   female
99   coding requirements are not met

V47/55/63/71/79 – LEVEL OF INVOLVEMENT MAIN ACTOR 1-5

Here, it is recorded if the main actor predominantly takes an active or a passive thematization- and involving function in the report. Is the actor predominantly an „acting actor" (Who is steering the discussion? Who is acting actively? Who is introducing arguments/counter-arguments? Who is dominating the discussion?) or a „passive actor" (Who is brought into the discussion by third people? Who is discussed?)?

Active: Main Actor introduces a topic; attacks; demands; criticizes; refuses; defends; addresses; praises; reacts etc.

Passive: Main Actor is criticized; is defended; is praised; is asked; is getting approval; hesitates; remains inactive, doesn't react etc.

Coding Scheme:

0   not applicable
1   rather active involvement
2   ambivalent
3   rather passive involvement
99   coding requirements are not met

V48/56/64/72/80 – EVALUATION OF MAIN ACTOR 1-5

For every main actor is recorded additionally, with which evaluation balance the actor is portrayed resp. is portraying him-/herself. Both explicit and implicit evaluations are part of this balance. The evaluation, if indicators for evaluation are present at all and which direction they have, follows a two step scheme. In a first step the explicit signal words are evaluated and in a second step the implicit resp. semantic structures and their evaluation potential have to be reviewed. Both factors form the final coding of the evaluation.

Positive signal words (examples): Success, Victory, Winner, great, successfull, competent, good, likeable, prestigious, experienced, innovative etc.

Negative Signal words (examples): Failure, catastrophy, defeat, scandal, looser, critique, Misserfolg, Katastrophe, Niederlage, Skandal, Verlierer, Scheitern, Kritik, Klage, Ärger, Streit, Minusrekord, Betrug, Zusammenbruch, Krise, Inkompetenz, Enttäuschung, Schaden, kritisch, schlecht, inkompetent, enttäuschend, streiten etc.

It does not matter who casts the evaluation about the main actor. If the actor evaluates him-/herself, this also counts as evaluation. Evaluations can be both real and prognostic; both dimensions are equally-ranking. All elements (visual, textual and auditive) are taken into account.

Coding Scheme:

0   neutral, no evaluation
1   rather negative evaluation
2   balanced/ambivalent
3   rather positive evaluation
99   coding requirements are not met

V49/57/65/73/81 – INITIATOR OF THE EVALUATION OF MAIN ACTOR 1-5

[ONLY TO BE CODED, IF AN EVALUATION IS ALLOCATABLE TO THE RESPECTIVE ACTOR, MEANING THAT THE CODES "1", "2" OR "3" HAVE BEEN CODED. IF „0" WAS CODED; NO INITIATOR IS CAPTURED AND „99" IS CODED]

Additionally it is captured here, who the primary initiator of the evaluation of the main actor is. If the evaluation stems from more than one initiator, the initiator which appears more often resp. with a higher intensity is coded.

Coding Scheme:

0   Initiator of the evaluation not clearly identifiable
1   Journalist/Media outlet
2   Expert
3   the affected actor him-/herself
4   Author of letter to the editor
5   SPÖ (Party and party representatives)

6	ÖVP (Party and party representatives)
7	FPÖ (Party and party representatives)
8	The Greens (Party and party representatives)
9	BZÖ (Party and party representatives)
10	Liste Fritz (Party and party representatives)
11	The Christians (Party and party representatives)
12	KPÖ (Party and party representatives)
13	LIF (Party and party representatives)
14	RETTÖ (Party and party representatives)
15	other political actor
16	other initiator
99	coding requirements are not met

V50/58/66/74/82 – TRAITS OF MAIN ACTOR 1-5

Here it is recorded, with which personal traits the actor is discussed in the report. If more than one dimension is portrayed, the one mentioned first is coded. (Selection order: Headline-apparatus, capture, lead, continuous text resp. trailer-headline, anchoring, TV-Report).

The potential traits are captured via the following four categories. The categories are concepted in a way that they are applicable both for candidates and for parties.

Coding Scheme:

0	not applicable	No traits are discussed in the report
1	Expertise	This category refers to the competence of an actor for a political office, for example juristic knowledge, intelligence or special experience, which qualify the person for the respective office. Possible signal words: intelligent, competent, proven expert, experienced politician, qualified etc.
2	Leadership	This category refers to the leading and management qualities of an actor; his/her performance, his/her enforcement and implementation qualities. Possible signal words: Leadership qualities, healthy power orientation, able to govern, representing the interests of the state, strong leadership, unity of a party, in-decisive etc.
3	Character	This category refers to all traits, which concern character strengths or weaknesses of an actor. To this category are counting not only credibility, integrity and the truth to the principles, but also the closeness to the citizens and the down-to-earthness. Possible signal words: word breaking, down-to-earth, close to the citizens, trustworthy, arrogant, serious, corrupt, populist, extremist etc.
4	Appearance	This category refers to the "superficial" appearance of the candidate resp. the party. Possible signal words: good-looking, fit, charismatic, juvenile, dynamic, tired, fresh, modern, active,

good taste, bad style etc.

99	Coding requirements are not met

V51/59/67/75/83 – EVALUATION OF TRAITS OF MAIN ACTOR 1-5

[THIS VARIABLE IS ONLY TO BE CODED, IF A TRAIT WAS ALLOCATED TO THE RESPECTIVE ACTOR, OTHERWISE CODE „99".]

The direction of the evaluation regarding the traits is coded. The evaluation balance regarding the dominating trait can be positive, ambivalent, negative or neutral.

Coding Scheme:

0	neutral, no evaluation
1	rather negatively evaluated
2	balanced/ambivalent
3	rather positively evaluated
99	coding requirements are not met

3.8 TOP-CANDIDATES AND PARTIES

Additionally to the five identified main actors, for all ten parties candidating nation-wide and their top-candidates, their visibility and their evaluation is recorded, regardless if these actors were already identified as main actors or not.

3.8.1 Definition Top-Candidates and Parties

Top-Candidates are those candidates, which were listed in the first position of the federal list of the respective party for the national election 2008. They are:

SPÖ	Liste FRITZ
Werner Faymann	Fritz Dinkhauser
ÖVP	DIE CHRISTEN
Wilhelm Molterer	Alfons Adam
FPÖ	KPÖ
Heinz Christian Strache	Mirko Messner
DIE GRÜNEN	LIBERALES FORUM
Alexander Van der Bellen	Heide Schmidt
BZÖ	RETTET ÖSTERREICH (RETTÖ)
Jörg Haider	Wilfried Auerbach

3.8.2 Coding of Top-Candidates and their Parties

All Top-Candidates are included additionally in the coding.

Valid mentions of a top-candidate resp. a party in the report are explicit mentions by name (SPÖ, SPÖ Staff, SPÖ Party-headquarters etc.) and clearly assignable synonyms (the Chancellor, the Chancellor-Party, the Reds etc.). Exceptions are mentions of parties exclusively in regard to functions. („the SPÖ party leader", „Maria Berger (SPÖ)" etc.) Such mentions do not count as mentions of the party, but only for the respective persons resp. top-candidates. Conversely, mentions of top-candidates, which are only used as synonym for the party, are to be seen as party-synonyms only (i.e.: „Haiders BZÖ", „the Strache-FPÖ", „the Chancellor-Party" etc.) In regard to the parties, only the mentions of the federal parties are coded – mentions of party at the federal state or district level do not count as mentions for the federal party.

V84/89/94/99/104/109/114/119/124/129 – VISIBILITY TOP-CANDIDATE 1-10

Here it is recorded for every top-candidate, if he/she is visible in the report textually, auditive or visually.

Coding Scheme:

0	not visible
1	visible

V85/90/95/100/105/110/115/120/125/130 – EVALUATION TOP-CANDIDATE 1-10

[ONLY TO BE CODE,; IF TOP-CANDIDATES ARE VISIBLE IN THE REPORT, OTHERWISE CODE „99"]

Here, the overall evaluation in the report for the visible top-candidates is coded. Evaluations, which are made in relation with functional synonyms, are only valid for the respective person.

Example: „The SPÖ party leader is acting unskilled."

[This quote does not contain a negative evaluation indicator for the SPÖ, but only for the party leader Werner Faymann.]

Coding Scheme:

0	neutral, no evaluation
1	rather negative evaluation
2	balanced/ambivalent
3	rather positive evaluation
99	coding requirements are not met

V86/91/96/101/106/111/116/121/126/131 – VISUAL IDENTIFICATION TOP-CANDIDATE 1-10

[ONLY TO BE CODED, IF TOP-CANIDATES ARE VISIBLE, OTHERWISE CODE "99"]

Here it is recorded, if top-candidates are identifiable visually in the report (in photographies/caricatures resp. TV-Shots, freezing-frames, film-report etc.).

Coding Scheme:

0	not visually identifiable
1	visually identifiable
99	coding requirements are not met

V87/92/97/102/107/112/117/122/127/132 – VISIBILITY PARTY 1-10

Here it is recorded for every party, if it is visible textually, auditive or visually in the report.

Coding Scheme:

0	not visible
1	visible

V88/93/98/103/108/113/118/123/128/133 – EVALUATION OF PARTY 1-10

[NUR CODIEREN, WENN PARTEI IM BEITRAG PRÄSENT IST, SONST CODE „99"]

Here, the overall evaluation of the parties in the report is captured. How evaluation balances for actors are made is already explained in the section „Evaluations".

Coding Scheme:

0   neutral, no evaluation
1   rather negative evaluation
2   balanced/ambivalent
3   rather positive evaluation
99   coding requirements are not met

Figure 10: Example Top-Candidates and party coding

AUA wird komplett privatisiert, Sperrminorität bleibt in Österreich

25 Prozent und eine Aktie für heimische Investoren – Lufthansa bekräftigt Interesse

Wien – Die Austrian Airlines, an der die Republik Österreich über die staatliche Beteiligungsholding ÖIAG derzeit 42,75 Prozent hält, soll bis zu hundert Prozent privatisiert werden. Gleichzeitig soll beim Verkauf sichergestellt werden, dass eine Sperrminorität von 25 Prozent plus einer Aktie in österreichischer Hand bleibt. Auf diesen Zielkompromiss haben sich SPÖ und ÖVP bei einem „AUA-Gipfel" im Kanzleramt am Dienstag geeinigt. Teilgenommen haben die SPÖ-Spitzenfunktionäre, Infrastrukturminister Werner Faymann und Bundeskanzler Alfred Gusenbauer, ÖVP-Vizekanzler und Finanzminister Wilhelm Molterer sowie Peter Michaelis, Vorstandschef der Staatsholding ÖIAG und sein Aufsichtsratspräsident, der Industrielle Peter Mitterbauer.

Stimmt die gesamte Regierung im Sommer-Ministerrat am 12. August dem Plan zu, so bekommt die ÖIAG den Auftrag, einen strategischen Partner für die verlustreiche Airline zu suchen. Gemäß dem Politauftrag müssen allerdings zahlreiche Bedingungen erfüllt werden – darunter die Beibehaltung der Marke Austrian und der Entscheidungskompetenz in Österreich. Teile des österreichischen Syndikats (ÖIAG, Banken, Versicherungen) wären bereit, ihren Anteil aufzustocken.

Die deutsche Lufthansa, in Gutachten als idealer Partner bezeichnet, hat ihr grundsätzliches Interesse an einer Beteiligung an der AUA bekräftigt; auch die niederländisch-französische Air France-KLM gilt als interessiert. Bei ihr wäre allerdings ein teurer Allianzwechsel von der „Star Alliance" zum „Sky Team" nötig. Die AUA-Aktie stieg um 6,3 Prozent. (red)

Im Links-rechts-Synchronschritt zum Verkauf der AUA auf die österreichische Art: ÖVP-Vizekanzler Wilhelm Molterer (li.) und SPÖ-Spitzenkandidat Werner Faymann (re.) im Bundeskanzleramt. F.: APA/Neubauer

Visibility:		**Visual Identification Top-Candidates:**	
SPÖ	1/yes	SPÖ	0/no
ÖVP	1/yes	ÖVP	0/no
Molterer	1/yes	Molterer	1/yes
Faymann	1/yes	Faymann	1/yes

Evaluation:

SPÖ	0 - neutral
ÖVP	0 - neutral
Molterer	0 - neutral
Faymann	0 - neutral

4 CONTACT

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