Austrian National Election Study (AUTNES)

Technical Report

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

Final version: August 2011

AUTNES
AUSTRIAN NATIONAL ELECTION STUDY

PROJECT GROUP

Principal Investigator	Dr. Günther Lengauer, M.A.
Project Management	Mag.[a] Iris Höller
Coding Team	Franz-Josef Brettermeier Elisabeth Grohsmann Mag.[a] Lea Hetfleisch Mag. Manuel Innerhofer Mag.[a] Marlene Lackner Juliane Nagiller Edina Nožinović Mathias Rentzsch Matthias Sauermann Jürgen Vonbank

TABLE OF CONTENTS

1 Conception of the Analysis 5
1.1 Research Context 5
1.2 Object of Study 5
1.3 Period Under Investigation 7
1.4 Media Selection 7
1.5 Basic Population 7
1.6 Context Unit, Unit of Analysis and Coding Unit 7
1.7 Selection of the Source Material 8
1.8 Detailed Population of the Relevant Media Reports 12
1.9 Conduct of Coding 14
2 Project Time Table 17
3 Variable Synopsis 18
4 Reliability and Validity Tests 23
4.1 The Testing Procedure 23
4.1.1 Quality Management I - Pretests 23
4.1.2 Quality Management II - Retests 23
4.2 Results of the Reliability and Validity Tests 24
4.2.1 Overview of Testing Results 25
4.2.2 Testing of Formal Characteristics of the Media Report 25
4.2.3 Testing of Content-Related Characteristics of the Media Report 26
5 Variable Structure and Conduction of Filters 28
6 Coding Scheme 30
7 Contact 41

TABLE OF FIGURES AND CHARTS

Figure 1: Object of Study 6
Figure 2: Example – Boundaries of Media Reports 9
Figure 3: Example of an Information Box 10
Figure 4: Reports not Relevant for Coding 11
Figure 5: Web Form 16
Figure 6: Project Time Table 17
Figure 7: Overview of the Variable Structure 28

Table 1: Detailed Population of the Media Analysis 12
Table 2: Detailed Overview of Coded Media Reports 13
Table 3: Coder Workload per News Outlet 14
Table 4: Coder Workload per Week Under Investigation 15

1 CONCEPTION OF THE ANALYSIS

1.1 RESEARCH CONTEXT

The media analysis of the 2008 national elections is part of the national research network AUTNES (Austrian National Election Study), funded by the Austrian Science Fund (FWF). The focus of the project "Mass Media Coverage and Effects" (Project Number: S10904-G11; Principal Investigator: Günther Lengauer, University of Innsbruck) is on the investigation of mass-mediated politics in the 2008 Austrian election campaign. More precisely, the media analysis examines media content and effects and the role of mass media in portraying, reflecting and (re)framing the election campaign.

1.2 OBJECT OF STUDY

The object of study is defined as the coverage of Austrian federal politics – with or without explicit reference to the election. Hence, a report requires a substantial reference to federal politics (domestic or foreign) to be selected for this analysis. Reports concerning regional or local politics (federal province, district, or community level) are not covered by this investigation.

Austrian federal politics is defined as those fields of polity, politics, and policy topics which are described in the topic catalogue (Appendix A) in detail and in the overview below.

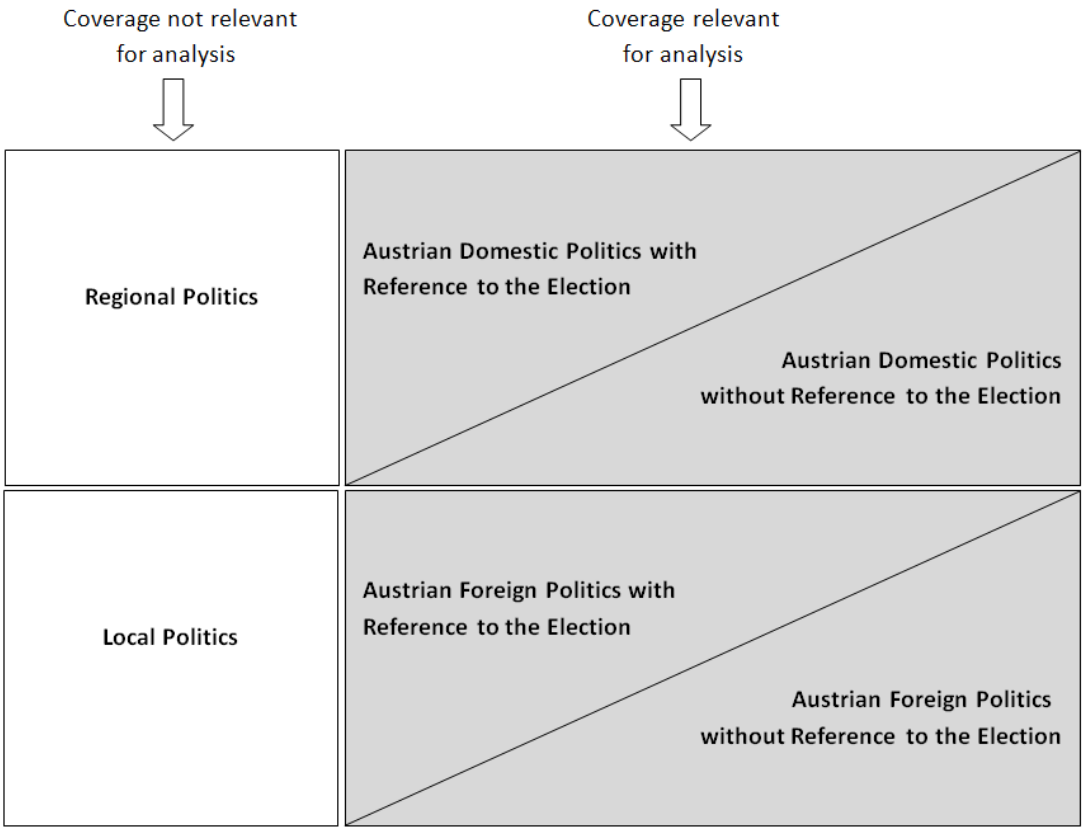
In the selection process, no sectional restrictions were applied. This means, reports that are bound to politics, but were published in the economy, sports, culture or communication section are also covered by this analysis.

<u>Overview of the Main Topics Relevant for Analysis</u>

- Policy Issues
    - Economic Policy
    - Financial Policy
    - Security Policy
    - Foreign Policy
    - European Policy
    - Defense Policy
    - Infrastructural Policy
    - Educational Policy
    - Social Policy
    - Sociopolitical Issues
    - Migration Policy
    - Cultural and Media Policy
    - Environmental Policy
    - Sports and Leisure Time Policy
- Process Oriented Topics
- Structural and Cultural Topics

- Election Related Topics
- Campaign Related Topics
- Non Political Topics
- Personality Profiles
- Party Profiles

Figure 1: Object of Study



1.3 PERIOD UNDER INVESTIGATION

The period under investigation covers the final six weeks of the 2008 Austrian election campaign.

For newspapers: Monday, August 18 to Election Day, Sunday, September 28 (42 Days)

For TV newscasts: Sunday, August 17 to Saturday, September 27 (42 Days)

1.4 MEDIA SELECTION

The media sample consists of six national newspapers with the highest circulation and the two TV main evening newscasts with the highest viewership in the public (ORF Zeit im Bild) and private sector (ATV Aktuell).

Newspapers:

- Neue Kronen Zeitung (tabloid)
- Kleine Zeitung (tabloid)
- Kurier (broadsheet)
- Österreich (tabloid)
- Der Standard (broadsheet)
- Die Presse (broadsheet)

TV newscasts:

- Zeit im Bild 19:30 Uhr (public service TV)
- ATV Aktuell 19:20 Uhr (private TV)

1.5 BASIC POPULATION

All media reports which were published in the period under investigation and selected according to the criteria specified above are covered by this investigation. Advertisements and PR texts are not part of the analysis.

The analysis is designed as a *real format* investigation. This means newspaper articles are collected as pdf files and TV news segments are recorded as video files. This procedure has two advantages. First, the coding is based on the same documents available to the media users. Second, textual, auditive as well as visual elements can be covered by the analysis.

1.6 CONTEXT UNIT, UNIT OF ANALYSIS AND CODING UNIT

The whole media report including all textual, auditive and visual elements (photos, info charts and other visualizations) is the recording unit and the unit of analysis. Context-related interpretations that exceed the framework of the single media report are not part of the coding decisions.

Thus, the single report is the relevant context unit (unit for the semantic explication of the coding unit), the primary unit of analysis (unit about which statements should be made) as well as the primary coding unit (unit whose characteristics are recorded).

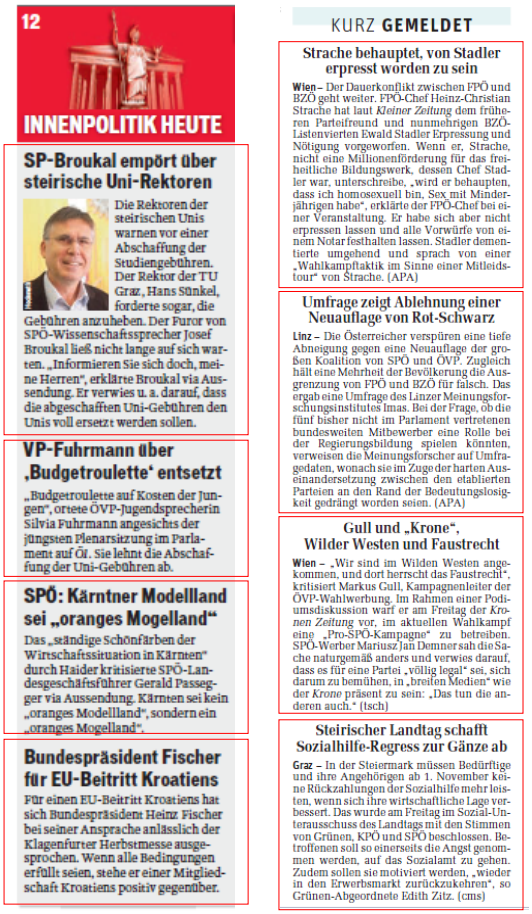
1.7 SELECTION OF THE SOURCE MATERIAL

The formal identification of a news item is conducted as followed: A news item has to be self-contained. A report in a different form of presentation about the same topic counts as a new piece. Thus, news reports, commentaries or interviews about the same topic are judged as independent reports. The same holds true for different presentation styles of TV news items (e.g. interviews). Anchor reports are regarded as integral parts of a report and not as separate media reports. In principal, media reports have an author's signature and include a headline, a title or an anchor report.

Reports or news in brief with distinct headlines that are published in overviews and columns of short news (see Figure 2) are classified as separate media reports. This applies to news flashes on TV as well.

Figure 2: Example – Boundaries of Media Reports

Each item in this column of short news is a discrete report as they show individual headlines.



12

INNENPOLITIK HEUTE

SP-Broukal empört über steirische Uni-Rektoren

Die Rektoren der steirischen Unis warnen vor einer Abschaffung der Studiengebühren. Der Rektor der TU Graz, Hans Sünkel, forderte sogar, die Gebühren anzuheben. Der Furor von SPÖ-Wissenschaftssprecher Josef Broukal ließ nicht lange auf sich warten. „Informieren Sie sich doch, meine Herren", erklärte Broukal via Aussendung. Er verwies u. a. darauf, dass die abgeschafften Uni-Gebühren den Unis voll ersetzt werden sollen.

VP-Fuhrmann über ‚Budgetroulette' entsetzt

„Budgetroulette auf Kosten der Jungen", ortete ÖVP-Jugendsprecherin Silvia Fuhrmann angesichts der jüngsten Plenarsitzung im Parlament auf Öl. Sie lehnt die Abschaffung der Uni-Gebühren ab.

SPÖ: Kärntner Modellland sei „oranges Mogelland"

Das „ständige Schönfärben der Wirtschaftssituation in Kärnten" durch Haider kritisierte SPÖ-Landesgeschäftsführer Gerald Passeger via Aussendung. Kärnten sei kein „oranges Modellland", sondern ein „oranges Mogelland".

Bundespräsident Fischer für EU-Beitritt Kroatiens

Für einen EU-Beitritt Kroatiens hat sich Bundespräsident Heinz Fischer bei seiner Ansprache anlässlich der Klagenfurter Herbstmesse ausgesprochen. Wenn alle Bedingungen erfüllt seien, stehe er einer Mitgliedschaft Kroatiens positiv gegenüber.

KURZ GEMELDET

Strache behauptet, von Stadler erpresst worden zu sein

Wien – Der Dauerkonflikt zwischen FPÖ und BZÖ geht weiter. FPÖ-Chef Heinz-Christian Strache hat laut *Kleiner Zeitung* dem früheren Parteifreund und nunmehrigen BZÖ-Listenvierten Ewald Stadler Erpressung und Nötigung vorgeworfen. Wenn er, Strache, nicht eine Millionenförderung für das freiheitliche Bildungswerk, dessen Chef Stadler war, unterschreibe, „wird er behaupten, dass ich homosexuell bin, Sex mit Minderjährigen habe", erklärte der FPÖ-Chef bei einer Veranstaltung. Er habe sich aber nicht erpressen lassen und alle Vorwürfe von einem Notar festhalten lassen. Stadler dementierte umgehend und sprach von einer „Wahlkampftaktik im Sinne einer Mitleidstour" von Strache. (APA)

Umfrage zeigt Ablehnung einer Neuauflage von Rot-Schwarz

Linz – Die Österreicher verspüren eine tiefe Abneigung gegen eine Neuauflage der großen Koalition von SPÖ und ÖVP. Zugleich hält eine Mehrheit der Bevölkerung die Ausgrenzung von FPÖ und BZÖ für falsch. Das ergab eine Umfrage des Linzer Meinungsforschungsinstitutes Imas. Bei der Frage, ob die fünf bisher nicht im Parlament vertretenen bundesweiten Mitbewerber eine Rolle bei der Regierungsbildung spielen könnten, verweisen die Meinungsforscher auf Umfragedaten, wonach sie im Zuge der harten Auseinandersetzung zwischen den etablierten Parteien an den Rand der Bedeutungslosigkeit gedrängt worden seien. (APA)

Gull und „Krone", Wilder Westen und Faustrecht

Wien – „Wir sind im Wilden Westen angekommen, und dort herrscht das Faustrecht", kritisiert Markus Gull, Kampagnenleiter der ÖVP-Wahlwerbung. Im Rahmen einer Podiumsdiskussion warf er am Freitag der *Kronen Zeitung* vor, im aktuellen Wahlkampf eine „Pro-SPÖ-Kampagne" zu betreiben. SPÖ-Werber Mariusz Jan Demner sah die Sache naturgemäß anders und verwies darauf, dass es für eine Partei „völlig legal" sei, sich darum zu bemühen, in „breiten Medien" wie der *Krone* präsent zu sein: „Das tun die anderen auch." (tsch)

Steirischer Landtag schafft Sozialhilfe-Regress zur Gänze ab

Graz – In der Steiermark müssen Bedürftige und ihre Angehörigen ab 1. November keine Rückzahlungen der Sozialhilfe mehr leisten, wenn sich ihre wirtschaftliche Lage verbessert. Das wurde am Freitag im Sozial-Unterausschuss des Landtags mit den Stimmen von Grünen, KPÖ und SPÖ beschlossen. Betroffenen soll so einerseits die Angst genommen werden, auf das Sozialamt zu gehen. Zudem sollen sie motiviert werden, „wieder in den Erwerbsmarkt zurückzukehren", so Grünen-Abgeordnete Edith Zitz. (cms)

These sections do not have distinct headlines and therefore they count as one single media report.

WAHLKAMPF TAGEBUCH

NOCH 9 TAGE

Im Epizentrum des roten Wien: Faymann REUTERS

Deutsche Schützenhilfe

Merkel und van der Leyen bei Molterer / Faymanns Frau als Wahlkämpferin im roten Wien.

Doppelte Schützenhilfe aus Deutschland holt sich **Wilhelm Molterer**. Am Samstag reist die deutsche Kanzlerin **Angela Merkel** zum ÖVP-Wirtschaftsgipfel nach Linz an, am Montag tritt CDU-Ministerin **Ursula van der Leyen**, die Jeanne dArc einer modernen konservativen Familienpolitik, gemeinsam mit dem ÖVP-Chef in Wien auf.

*

Nutzt die Finanzkrise der ÖVP oder der SPÖ? Die ÖVP meint, in wirtschaftlichen Krisenzeiten scharen sich die Leute um jene Partei, die Wirtschaftskompetenz besitzt. Die SPÖ sieht dies genau umgekehrt: „Ich will nicht, dass Spekulanten über Ihre Pension entscheiden", lässt **Werner Faymann** jetzt inserieren. In der Schlussphase will sich Faymann als Anwalt der Pensionisten profilieren, der, so der Spin, einer „neoliberalen Politik" einen Riegel vorschiebt.

*

Auf dem Viktor-Adler-Markt, dem Epizentrum des roten Wien, machte gestern der SPÖ-Chef Station. Mit dabei seine Frau **Martina Ludwig-Faymann**, die auch in den nächsten Tagen dort anzutreffen sein wird: als Wahlkämpferin an einem SPÖ-Stand. Ludwig-Faymann ist SPÖ-Gemeinderätin.

*

Grüne gegen Liberale, das ist Brutalität. Im Zuge des Wahlkampfs sind jetzt schon bekannte Spekulationen aufgetaucht, wonach Liberalenchef **Alexander Zach** als Eurofighter-Lobbyist tätig gewesen ist. Hintergrund der jetzt aufgetauchten Vorwürfe: Wegen des Antretens der Liberalen treten die Grünen derzeit in allen Umfragen auf der Stelle.

*

Wie gestern berichtet, wirbt die „Sekretärin und Alleinerzieherin" **Sophie Andics** in Inseraten für Faymann. Im Büro von SPÖ-Kanzler **Alfred Gusenbauer** legt man Wert auf die Feststellung, dass Andics seit August nicht mehr dort arbeite. MICHAEL JUNGWIRTH, EVA WEISSENBERGER

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

Figure 3: Example of an Information Box

Samstag, 13. September 2008 INLAND

„Das ist Wachteleierpolitik!“

INTERVIEW. *ÖVP-Minister Hahn fragt sich, ob demnächst auch die Noten abgeschafft werden.*

VON MARTINA SALOMON

Die Presse: *Was können Sie tun, außer schreckensstarr zuzusehen, wie das Parlament unter anderem die Studiengebühr gegen Ihren Willen abschafft?*
Johannes Hahn: Ich hoffe immer noch, dass Vernunft einkehrt. Alles, was da bisher auf dem Tisch liegt, ist unsinnig. Ausgerechnet die SPÖ verabschiedet sich vom Ziel, mehr Geld für den tertiären Bereich auszugeben. Wenn jetzt den Universitäten Geld entzogen wird und gleichzeitig vollmundig angekündigt wird, dass man das ausgleicht, dann wird man irgendwann draufkommen, dass das Budget auch nicht uferlos ist. Die Abschaffung der Studiengebühr kostet 150 Millionen Euro im Jahr – Tendenz zunehmend, weil die Studentenzahlen ja steigen.

In Diskussion ist auch, dass Bummelstudenten zahlen. Wie kann das administrativ funktionieren?
Hahn: Ein Rektor hat mir erzählt, dass er dafür an seiner Universität 20 Verwaltungsmitarbeiter mehr bräuchte. Schließlich muss ja dann jeder einzelne Student auf seine Lebensgewohnheiten hin überprüft werden: wie intensiv er beruflich arbeitet, ob er hinreichend studiert. Man weiß auch nicht: Muss er die Beiträge vorher zahlen, oder wird er rückwirkend zur Kassa gebeten? Und wird die Universität jetzt zum Inkassobüro? Willkommen in der Wirklichkeit!

Die SPÖ verabschiede sich vom Ziel, mehr Geld für die Universitäten auszugeben, kritisiert Johannes Hahn. (Clemens Fabry)

Auch die Zugangsbeschränkungen bei Publizistik, Psychologie und Betriebswirtschaft sollen fallen.
Hahn: Das ist der nächste Schwachsinn! Das wird dazu führen, dass jene, die es sich leisten können, ins Ausland gehen, wo die Studienbedingungen besser sind. Wo ist da die soziale Symmetrie? Außerdem werden wir noch attraktiver für Deutsche. Kein Numerus clausus, keine Studiengebühren: Schlaraffenland! Als Nächstes erwarte ich die Abschaffung der Noten und die Befreiung von der Matura als Zugangsvoraussetzung. Man muss schon konsequent sein, wenn man blöd ist!

Was halten Sie von der ebenfalls im Raum stehenden Erhöhung der Zahl der Medizin-Studienplätze?
Hahn: Das ist absurd. Jetzt, wo wir es endlich geschafft haben, die Wartezeit auf Praktikumsplätze zu verkürzen!

Aber der ÖVP sind die Hände gebunden. Sie werden am 24. September überstimmt – und aus.
Hahn: Ich kann nur hoffen, dass es bis zur Abstimmung in den Fraktionen noch ein paar normal Tickende gibt, und dass auch beide Gehirnlappen gleichzeitig zum Einsatz kommen. Auch eine Form der Symmetrie!

Kann gut sein, dass die Gebühren jetzt abgeschafft, aber von der neuen Regierung wieder eingeführt werden, oder?
Hahn: Das ist Wachteleierpolitik! Aber die SPÖ kann das ja alles den Josef Broukal fordern lassen, weil der ist in der nächsten Legislaturperiode eh nicht mehr im Nationalrat. Später können die Sozialdemokraten dann behaupten: „Das war alles der böse Broukal.“

ZUR PERSON

- **Johannes Hahn** (50) ist seit 2007 Wissenschaftsminister. ÖVP-Wien-Chef ist er geblieben.
- **Mit „Wachteleierpolitik“** spielt er auf die geplanten Ausnahmen für Luxusgüter – darunter Wachteleier – bei der Mehrwertsteuersenkung an.

Teasers and Trailers (Headlines of the Day):

Teasers are short articles on the front page of a newspaper which refer to the comprehensive sequel of the article inside the paper. Such teasers are classified as independent reporting units. The same holds true for the trailers of TV newscasts (headline overview of the day). Table of contents (horoscope S. 17, TV guides, etc.) or program announcements on TV are not relevant for coding.

Figure 4: Reports not Relevant for Coding

STANDARDS

Veranstaltungen 13
Kino, Sudoku 14
NetBusiness 32
Wissenschaft 32
Spezial Albertina 36, 37
TV, Switchlist 39
Rätsel 40

WETTER

In den Alpen bleibt es oft bewölkt. Im Norden scheint spätestens ab Mittag die Sonne. Die Maxima erreichen 31 Grad. **Seite 13**

SWITCH LIST

FÜR DIENSTAG

19.20 MAGAZIN
Kulturzeit Direktverkauf: Damien Hirst macht das Geschäft mit der Kunst allein, berichtet Ernst A. Grandits. **Bis 20.00, 3sat**

20.15 DOKUMENTATION
Universum: Wilde Appalachen – Die Berge der Cherokee Die Appalachen sind nicht nur das auffälligste Naturmonument im Osten der USA. Noch verblüffender ist die Vielfalt von Klimazonen, Arten und Lebensräumen, für die

Geschichte der Ölgewinnung und über die Zukunft des Rohstoffes. Anschließend eine Gesprächsrunde zum Thema. **Bis 23.00, Arte**

21.00 MAGAZIN
Frontal 21 Theo Koll mit den Themen: 1) Krebstest für zu Hause – Fehldiagnosen und falsche Versprechen. 2) Die Atomstrom-Lüge – verschwiegene Kosten, getäuschte Verbraucher. 3) Industriespionage im Staatsauftrag – deutsche Firmen werden geplündert. **Bis 21.45, ZDF**

21.05 TV-KONFRONTATION
Nationalratswahl 08 Zu Gast bei Ingrid Thurnher sind Werner Faymann, SPÖ, und Heinz-Christian Strache, FPÖ. **Bis 22.00, ORF 2**

Tables of content and TV guides are not relevant for coding.

<u>Selection Criteria:</u>

In order to determine the relevance of each media report for our analysis, the reference to Austrian federal politics has to be identifiable in the headline or the lead of a newspaper article and in the introduction by the reporter on TV, respectively. If the relevance is not identifiable in these sections of the text, the report is not selected and therefore not part of the analysis. Exceptions are reports without headline, lead or introduction. In these cases, the whole text is the basis for the decision whether a content-related reference to Austrian federal politics exists or not. The relevant fields of topics concerning Austrian federal politics (domestic and foreign policy) are recorded in the detailed Main Topic Catalogue (see Appendix A of the Codebook).

1.8 DETAILED POPULATION OF THE RELEVANT MEDIA REPORTS

Over the whole period under investigation, 6,506 media reports in the analyzed media outlets meet the relevance- and selection criteria for the media analysis of the 2008 Austrian election campaign. 6,111 reports were published in the six newspapers and 395 broadcasted on TV newscasts.

Table 1: Detailed Population of the Media Analysis

Total	6,506
Number of Relevant Newspaper Articles	6,111
Number of Relevant TV News Reports	395

Table 2: Detailed Overview of Coded Media Reports

Date	Number of Reports per Outlet								
	Kronen Zeitung	Kleine Zeitung	Kurier	Österreich	Der Standard	Die Presse	Zeit im Bild	ATV aktuell	
17.08.2008	-	-	-	-	-	-	1	2	3
18.08.2008	27	11	15	13	18	24	2	4	114
19.08.2008	33	25	22	21	24	27	4	4	160
20.08.2008	31	13	19	27	29	25	6	4	154
21.08.2008	25	29	17	19	25	35	10	4	164
22.08.2008	28	10	18	22	22	27	8	5	140
23.08.2008	22	25	21	25	31	40	4	1	169
24.08.2008	24	13	15	25	-[1]	-	5	1	83
25.08.2008	13	9	12	20	20	17	5	1	97
26.08.2008	27	21	23	35	26	24	7	4	167
27.08.2008	33	20	31	20	28	31	5	3	171
28.08.2008	25	28	16	19	26	25	6	2	147
29.08.2008	38	17	32	20	24	26	8	3	168
30.08.2008	32	12	10	33	24	36	4	1	152
31.08.2008	32	26	8	21	-	-	6	1	94
01.09.2008	27	14	17	16	25	16	5	3	123
02.09.2008	30	22	23	30	30	32	9	5	181
03.09.2008	27	19	22	24	40	40	6	3	181
04.09.2008	33	27	14	23	28	27	8	3	163
05.09.2008	36	22	22	17	35	33	9	3	177
06.09.2008	19	22	37	22	38	43	2	2	185
07.09.2008	25	31	18	13	-	-	8	4	99
08.09.2008	28	20	18	18	19	19	6	4	132
09.09.2008	23	19	10	37	28	30	8	3	158
10.09.2008	30	27	22	29	33	40	9	5	195
11.09.2008	29	23	29	24	32	40	7	4	188
12.09.2008	23	16	27	19	26	30	8	2	151
13.09.2008	23	18	20	35	40	40	3	2	181
14.09.2008	23	22	22	20	-	-	5	2	94
15.09.2008	14	16	26	22	21	20	7	4	130
16.09.2008	31	19	28	44	33	33	7	3	198
17.09.2008	33	30	22	40	36	43	8	3	215
18.09.2008	38	26	34	21	37	30	8	2	196
19.09.2008	31	26	21	17	27	28	5	4	159
20.09.2008	24	16	29	28	78	44	5	3	227
21.09.2008	30	19	15	26	-	-	9	5	104
22.09.2008	15	15	19	14	16	14	6	4	103
23.09.2008	32	18	43	20	30	32	6	3	184
24.09.2008	26	28	16	19	27	35	8	4	163
25.09.2008	36	25	25	19	30	30	8	4	177
26.09.2008	38	27	29	22	23	24	11	2	176
27.09.2008	29	28	32	20	34	41	5	2	191
28.09.2008	31	24	17	20	-	-	-	-	92
	1174	**878**	**916**	**979**	**1063**	**1101**	**267**	**128**	**6506**

[1] The quality papers „Der Standard“ and „Die Presse“ do not offer Sunday issues and therefore are only published six times a week.

1.9 CONDUCT OF CODING

The coding was conducted in a rotative manner by ten coders over a period of twelve months (June 2010 to June 2011). The newspaper reports were coded by all ten coders, the TV reports by six coders. To minimize a structural, person-related bias of the coding results, the media outlets and the days of analysis were evenly allocated to the coders. Thus, every coder was assigned a maximum of 15 and a minimum of 5 percent of the population of the media reports. The same limits were applied to each media outlet and each week under investigation. Because the coding of TV news items was conducted by only six coders, these limits were extended to 15 and 30 percent per newscast and week to achieve an even share of news items of the same news outlet and date among coders. Such a procedure minimizes the potential bias of the results caused by coder idiosyncrasies.

Table 3: Coder Workload per News Outlet

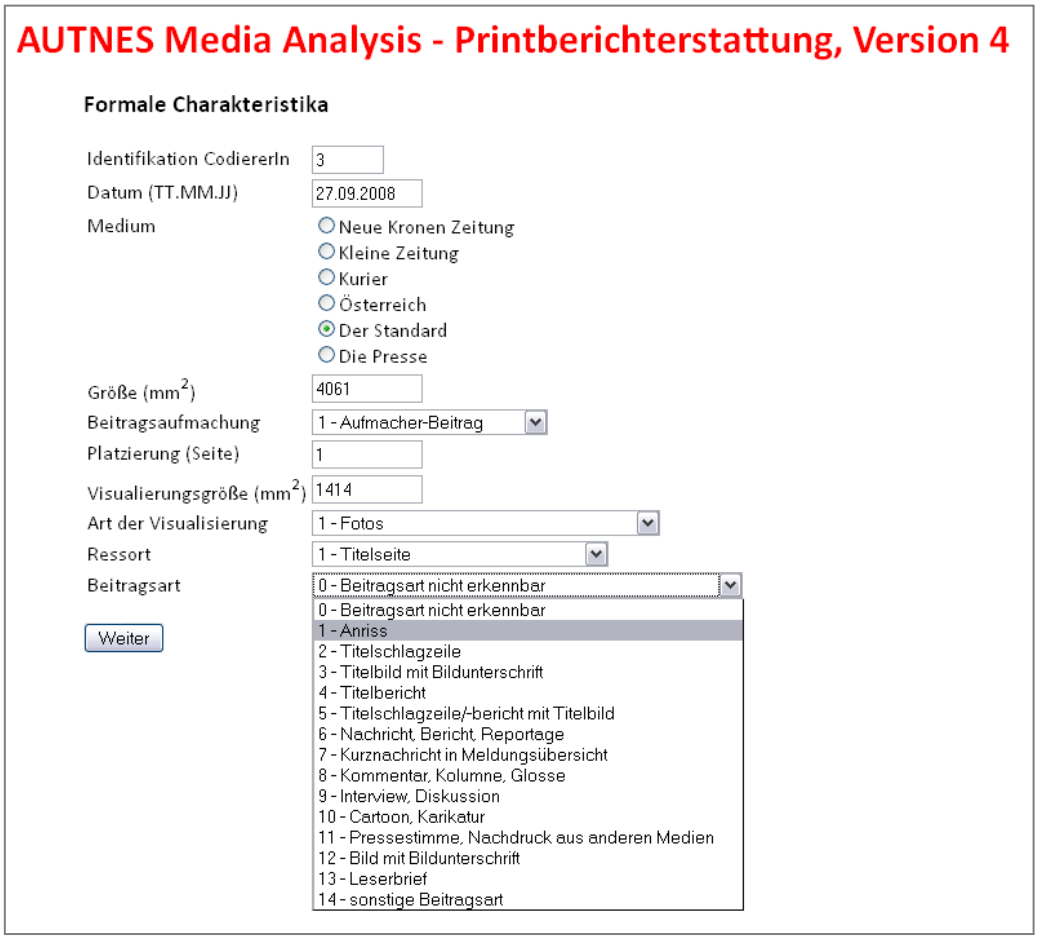
Coder	News Outlet								Total
	Kronen Zeitung	Kleine Zeitung	Kurier	Österreich	Der Standard	Die Presse	ZIB	ATV aktuell	
Coder 1	133	96	86	100	113	140	0	0	668
	11.3%	11.0%	9.4%	10.1%	10.6%	12.7%	.0%	.0%	10.3%
Coder 2	128	81	95	89	90	134	50	21	688
	10.9%	9.3%	10.4%	9.0%	8.5%	12.2%	18.7%	16.4%	10.6%
Coder 3	158	79	61	89	96	69	0	0	552
	13.5%	9.1%	6.7%	9.0%	9.0%	6.3%	.0%	.0%	8.5%
Coder 4	151	105	114	141	124	151	60	29	875
	12.9%	12.0%	12.4%	14.4%	11.7%	13.7%	22.5%	22.7%	13.4%
Coder 5	79	79	74	100	133	91	0	0	556
	6.7%	9.1%	8.1%	10.1%	12.5%	8.3%	.0%	.0%	8.5%
Coder 6	97	57	82	74	128	113	53	26	630
	8.3%	6.6%	9.0%	7.5%	12.0%	10.3%	19.9%	20.3%	9.7%
Coder 7	100	109	87	80	84	84	46	30	620
	8.5%	12.5%	9.5%	8.1%	7.9%	7.6%	17.2%	23.4%	9.5%
Coder 8	135	108	95	103	63	97	58	22	681
	11.5%	12.4%	10.4%	10.4%	5.9%	8.8%	21.7%	17.2%	10.5%
Coder 9	74	85	90	96	121	130	0	0	596
	6.3%	9.8%	9.8%	9.7%	11.4%	11.8%	.0%	.0%	9.2%
Coder 10	119	79	132	107	111	92	0	0	640
	10.1%	9.1%	14.4%	10.8%	10.4%	8.4%	.0%	.0%	9.8%
Total	1174	870	916	987	1063	1101	267	128	6506
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 4: Coder Workload per Week Under Investigation

Coder	Week under Investigation						Total
	1	2	3	4	5	6	
Coder 1	164	154	78	139	74	59	668
	14.9%	12.6%	7.1%	12.6%	7.4%	6.0%	10.3%
Coder 2	117	113	112	158	129	59	688
	10.6%	9.2%	10.1%	14.3%	13.0%	6.0%	10.6%
Coder 3	67	139	108	84	66	88	552
	6.1%	11.4%	9.8%	7.6%	6.6%	9.0%	8.5%
Coder 4	170	174	138	138	118	137	875
	15.5%	14.2%	12.5%	12.5%	11.9%	14.0%	13.4%
Coder 5	121	97	64	74	88	112	556
	11.0%	7.9%	5.8%	6.7%	8.8%	11.4%	8.5%
Coder 6	62	119	130	97	127	95	630
	5.6%	9.7%	11.8%	8.8%	12.8%	9.7%	9.7%
Coder 7	102	83	94	105	138	98	620
	9.3%	6.8%	8.5%	9.5%	13.9%	10.0%	9.5%
Coder 8	141	138	127	85	65	125	681
	12.8%	11.3%	11.5%	7.7%	6.5%	12.7%	10.5%
Coder 9	77	65	138	146	73	97	596
	7.0%	5.3%	12.5%	13.2%	7.3%	9.9%	9.2%
Coder 10	79	140	115	78	117	111	640
	7.2%	11.5%	10.4%	7.1%	11.8%	11.3%	9.8%
Total	1100	1222	1104	1104	995	981	6506
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

The coding procedure was carried out assisted by a specifically programmed web form.

Figure 5: Web Form



2 PROJECT TIME TABLE

Figure 6: Project Time Table

3 VARIABLE SYNOPSIS

Formal Characteristics of the Media Report

V0 Report Identification
V1 Coder's ID Number
V2 Date
V3 Week
V4 News Outlet
V5 Layout of the Report
V6 Length of the Report (Newspapers only)
V7 Placing of the Report (Newspapers only)
V8 Level of Visualization (Newspapers only)
V9 Visualization Rate (Newspapers only)
V10 Type of Visualization (Newspapers only)
V11 Editorial Sections (Newspapers only)
V12 Genre (Newspapers only)
V13 Length of the Report (TV)
V14 Genre (TV)

Content-related Characteristics of the Media Report

Generic Frame Indicators

V15 Game Centrism
V16 Contextuality
V17 Dimensionality
V18 Level of Commentation
V19 Dramatization
V20 Perspectivity
V21 Mobilization
V22 Prospectivity
V23 Tonality
V24 Conflict
V25 Competence
V26 Personalization
V27 Privatization

References to the Election

V28 Reference to the Election

References to Opinion Polls

V29 Relevance of References to Opinion Polls
V30 Type of References to Opinion Polls

Electoral Odds, Coalition Options and Speculations

V31	Electoral Odds of Parties and Candidates 1
V32	Evaluation of Electoral Odds 1
V33	Electoral Odds of Parties and Candidates 2
V34	Evaluation of Electoral Odds 2
V35	Coalition Options and Speculations 1
V36	Evaluation of Coalition Options 1
V37	Coalition Options and Speculations 2
V38	Evaluation of Coalition Options 2

Main Topics

V39	Main Topic (original)
V40	Issue Reference (original)
V41	Tonality of the Topic
V42	Main Topic (aggregated)
V43	Issue Reference (aggregated)

Main Actors

V44	Main Actor 1
V45	Record Reference 1
V46	Gender of individual Main Actor 1
V47	Involvement Level of Main Actor 1
V48	Evaluation of Main Actor 1
V49	Initiator of the Evaluation of Main Actor 1
V50	Traits of Main Actor 1
V51	Evaluation of Traits of Main Actor 1
V52	Main Actor 2
V53	Record Reference 2
V54	Gender of individual Main Actor 2
V55	Involvement Level of Main Actor 2
V56	Evaluation of Main Actor 2
V57	Initiator of the Evaluation of Main Actor 2
V58	Traits of Main Actor 2
V59	Evaluation of Traits of Main Actor 2

V60 Main Actor 3
V61 Record Reference 3
V62 Gender of individual Main Actor 3
V63 Involvement Level of Main Actor 3
V64 Evaluation of Main Actor 3
V65 Initiator of the Evaluation of Main Actor 3
V66 Traits of Main Actor 3
V67 Evaluation of Traits of Main Actor 3

V68 Main Actor 4
V69 Record Reference 4
V70 Gender of individual Main Actor 4
V71 Involvement Level of Main Actor 4
V72 Evaluation of Main Actor 4
V73 Initiator of the Evaluation of Main Actor 4
V74 Traits of Main Actor 4
V75 Evaluation of Traits of Main Actor 4

V76 Main Actor 5
V77 Record Reference 5
V78 Gender of individual Main Actor 5
V79 Involvement Level of Main Actor 5
V80 Evaluation of Main Actor 5
V81 Initiator of the Evaluation of Main Actor 5
V82 Traits of Main Actor 5
V83 Evaluation of Traits of Main Actor 5

Top-Candidates and Parties
V84 Visibility Faymann
V85 Evaluation Faymann
V86 Visual Identification Faymann

V87 Visibility SPÖ
V88 Evaluation SPÖ

V89 Visibility Molterer
V90 Evaluation Molterer
V91 Visual Identification Molterer

V92 Visibility ÖVP
V93 Evaluation ÖVP

V94	Visibility Strache
V95	Evaluation Strache
V96	Visual Identification Strache
V97	Visibility FPÖ
V98	Evaluation FPÖ
V99	Visibility Van der Bellen
V100	Evaluation Van der Bellen
V101	Visual Identification Van der Bellen
V102	Visibility Grüne
V103	Evaluation Grüne
V104	Visibility Haider
V105	Evaluation Haider
V106	Visual Identification Haider
V107	Visibility BZÖ
V108	Evaluation BZÖ
V109	Visibility Dinkhauser
V110	Evaluation Dinkhauser
V111	Visual Identification Dinkhauser
V112	Visibility Liste Fritz
V113	Evaluation Liste Fritz
V114	Visibility Adam
V115	Evaluation Adam
V116	Visual Identification Adam
V117	Visibility Die Christen
V118	Evaluation Die Christen
V119	Visibility Messner
V120	Evaluation Messner
V121	Visual Identification Messner
V122	Visibility KPÖ
V123	Evaluation KPÖ
V124	Visibility Schmidt
V125	Evaluation Schmidt
V126	Visual Identification Schmidt

V127	Visibility LIF
V128	Evaluation LIF
V129	Visibility Auerbach
V130	Evaluation Auerbach
V131	Visual Identification Auerbach
V132	Visibility RETTÖ
V133	Evaluation RETTÖ

4 RELIABILITY AND VALIDITY TESTS

4.1 THE TESTING PROCEDURE

The quality and applicability of the coding scheme is tested by a series of pre- and retesting procedures. The testing procedure consists of two levels. On the one hand, the validity of the coding is measured. Thereby, the coding of team is compared to the coding of the principal investigator to capture the concordance of the coding concept applied by them. By so doing, the question whether the coding scheme measures what it was meant to measure can be answered. On the other hand, the inter-coder reliability is captured. This measure captures the pairwise concordance among coders. Holsti's reliability coefficient was applied to measure both validity and reliability, as this measure is applicable for both testing procedures and can be applied for all scales of measure. Additionally, Holsti can be applied to random-based testing procedures. In both tests, the analysis aimed for a threshold of 0,700 (Holsti): Additionally, it was decided to only proceed with the coding if at least 95 percent of all variables exceed the threshold of validity and reliability. These minimum requirements are valid for both pre- and retests (see below). All variables which do not exceed the threshold in the two testing procedures are marked as such or were rather aggregated to a higher level (e.g. the topic categories and issue references). This procedure ensures analytical applicability.

4.1.1 Quality Management I - Pretests

In order to test the codebook, the researchers conducted sample coding. Thereafter, the codebook was adjusted accordingly and the coder training round 1 took place. This training session lasted several days. When the pretests attained 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 started. In order to maximize the successful implementation of the concept and the conformities of the coding, the pretests were conducted in two waves. The second training round took place after the first pretest and the third training round was scheduled after the second pretest.

4.1.2 Quality Management II - Retests

In order to control the stability of the validity and reliability, two retests took place in the course of the coding. Retest 1 was accomplished individually by each coder after he or she reached the one-third-mark of the whole coding. Consequently, Retest 2 was conducted after each coder reached the two-third-mark of the individual coding workload. Such a retesting procedure allows controlling for the quality of the coding as well as for eventually occurring changes in the individual understanding of the coding concepts over time.

In total, five coder training rounds were conducted – three of them before the start of the coding in the course of the two-step pretest phase and two individual training and discussion rounds after the respective retests.

In total, seventy randomly selected media reports drawn from all relevant news outlets and all journalistic styles were considered by the testing procedure. This corresponds to a sum of about 92,400 coding decisions that tested before and during the coding process.

4.2 RESULTS OF THE RELIABILITY AND VALIDITY TESTS

The following results of the validity and reliability tests show Holsti coefficients. The unadjusted intercoder reliability coefficients range from 0.66 to 0.99 and the adjusted values from 0.69 to 0.99.[2] The adjusted and unadjusted results for the validity range from 0.75 to 0.99. Additionally, mean values for the results of the validity and reliability tests were calculated: The average unadjusted intercoder reliability amounts to 0.87 and the average adjusted reliability results in a score of 0.87. For the validity (both for the unadjusted and the adjusted) an average value of 0.90 was calculated. The lowest validity and reliability scores concern the variable "main topic". This can be mainly explained by the multilevel-conception and the huge number of categories and sub-categories in the topic catalogue (see Appendix A in the Codebook of the study). For improving the quality, the coding of this variable was subsequently aggregated to a smaller number of categories. Correspondingly, the validity and reliability measures were recalculated accordingly.

Example of the Subsequent Aggregation of Main Topics:

ORIGINAL CODING (original, unadjusted):		COMPRESSING (aggregated, adjusted):
1610 Tax Reform (in general) 1620 Taxation of the Middle Class 1630 Taxation of Small and Middle Income 1640 Types of Taxes 1650 Value-added Tax on Food 1660 Value-added Tax on Medication	⇨	1600 Taxes

Due to the aggregation, satisfying validity and reliability scores were achieved (see detailed results of the testing procedures below). This allows an uncritical analytical usage of these variables (main topic, issue reference).

[2] Unadjusted reliability and validity data refer to the originally coded variables. Subsequent aggregation of the main topic and the issue reference variables result in new validity and reliability data (adjusted).

4.2.1 Overview of Testing Results

Average Reliability (total)[1]	0.87
Range of Reliability (unadjusted)	0.66 - 0.99
Range of Reliability (adjusted)	0.69 - 0.99
Average Validity (total)[1]	0.90
Range of Validity (unadjusted)	0.75 - 0.99
Range of Validity (adjusted)	0.75 - 0.99

[1] In regard to the total reliability and total validity, there is no difference between the unadjusted and adjusted data.

4.2.2 Testing of Formal Characteristics of the Media Report

VAR	Name of the Variable	Cases	Validity Holsti	Reliability Holsti
V0	Report Identification	-[1]	-	-
V1	Coder's ID Number	-	-	-
V2	Date	720[2]/790[3]	0.99	0.99
V3	Week	-	-	-
V4	News Outlet	720/790	0.99	0.99
V5	Layout of the Report	720/790	0.99	0.99
V6/V13	Length of the Report[5]	720/790	0.99	0.99
V7	Placing of the Report[4] (newspapers)	400/440	0.98	0.96
V8	Level of Visualization[4] (newspapers)	660/720	0.96	0.95
V9	Visualization Rate[4] (newspapers)	-	-	-
V10	Type of Visualization[4] (newspapers)	660/720	0.97	0.96
V11	Editorial Sections[4] (newspapers)	660/720	0.95	0.94
V12/14	Genre (newspapers /TV)	720/790	0.94	0.93

[1] no reliability-and validity scores available, as this variable was generated automatically and was not part of the human coding process
[2] Number of cases in the reliability test
[3] Number of cases in the validity test
[4] Captured for newspaper reports only
[5] Length/Size for newspaper reports captured in mm^2 and in seconds for TV news reports

4.2.3 Testing of Content-Related Characteristics of the Media Report

Generic Frame Indicators

VAR	Name of the Variable	Cases	Validity Holsti	Reliability Holsti
V15	Game Centrism	720/790	0.84	0.78
V16	Contextuality	720/790	0.80	0.72
V17	Dimensionality	720/790	0.80	0.74
V18	Level of Commentation	720/790	0.90	0.82
V19	Dramatization	720/790	0.77	0.71
V20	Perspectivity	720/790	0.78	0.70
V21	Mobilization	720/790	0.86	0.79
V22	Prospectivity	720/790	0.86	0.77
V23	Tonality	720/790	0.87	0.77
V24	Conflict	720/790	0.84	0.76
V25	Competence	720/790	0.81	0.71
V26	Personalization	720/790	0.85	0.79
V27	Privatization	720/790	0.80	0.77

References to the Election

VAR	Name of the Variable	Cases	Validity Holsti	Reliability Holsti
V28	Reference to the Election	720/790	0.96	0.93

References to Opinion Polls

VAR	Name of the Variable	Cases	Validity Holsti	Reliability Holsti
V29	Relevance of References to Opinion Polls	720/790	0.98	0.97
V30	Type of Reference to Opinion Polls	720/790	0.97	0.97

Electoral Odds, Coalition Options and Speculations

VAR	Name of the Variable	Cases	Validity Holsti	Reliability Holsti
V31/33[1]	Electoral Odds of Parties and Candidates 1-2	1440/1580	0.92	0.92
V32/34	Evaluation of Electoral Odds 1-2	1440/1580	0.92	0.91
V35/37	Coalition Options and Speculations 1-2	1440/1580	0.98	0.97
V36/38	Evaluation of Coalition Options 1-2	1440/1580	0.96	0.95

[1] Here, validity and reliability testing results of variables coded analogously were not shown separately, but combined. The precondition for this procedure, however, is the fact that reliability and validity scores of every single variable lies above the threshold of 0.70.

Issues of the Report

VAR	Name of the Variable	Cases	Validity Holsti	Reliability Holsti
V39	Main Topic (original)	720/790	0.75	*0.66*[1]
V40	Issue Reference (original)	720/790	0.86	0.81
V41	Tonality of the Topic	720/790	0.75	*0.69*[1]
V42	Main Topic (aggregated)	720/790	0.81	0.75
V43	Issue Reference (aggregated)	720/790	0.87	0.83

[1] Score lies below the threshold of 0.70. Due to the compression on a higher main topic level, sufficient validity and reliability scores, both for the main topic and for the issue reference, can be achieved. Such an aggregation could not be applied for the tonality of the main topic.

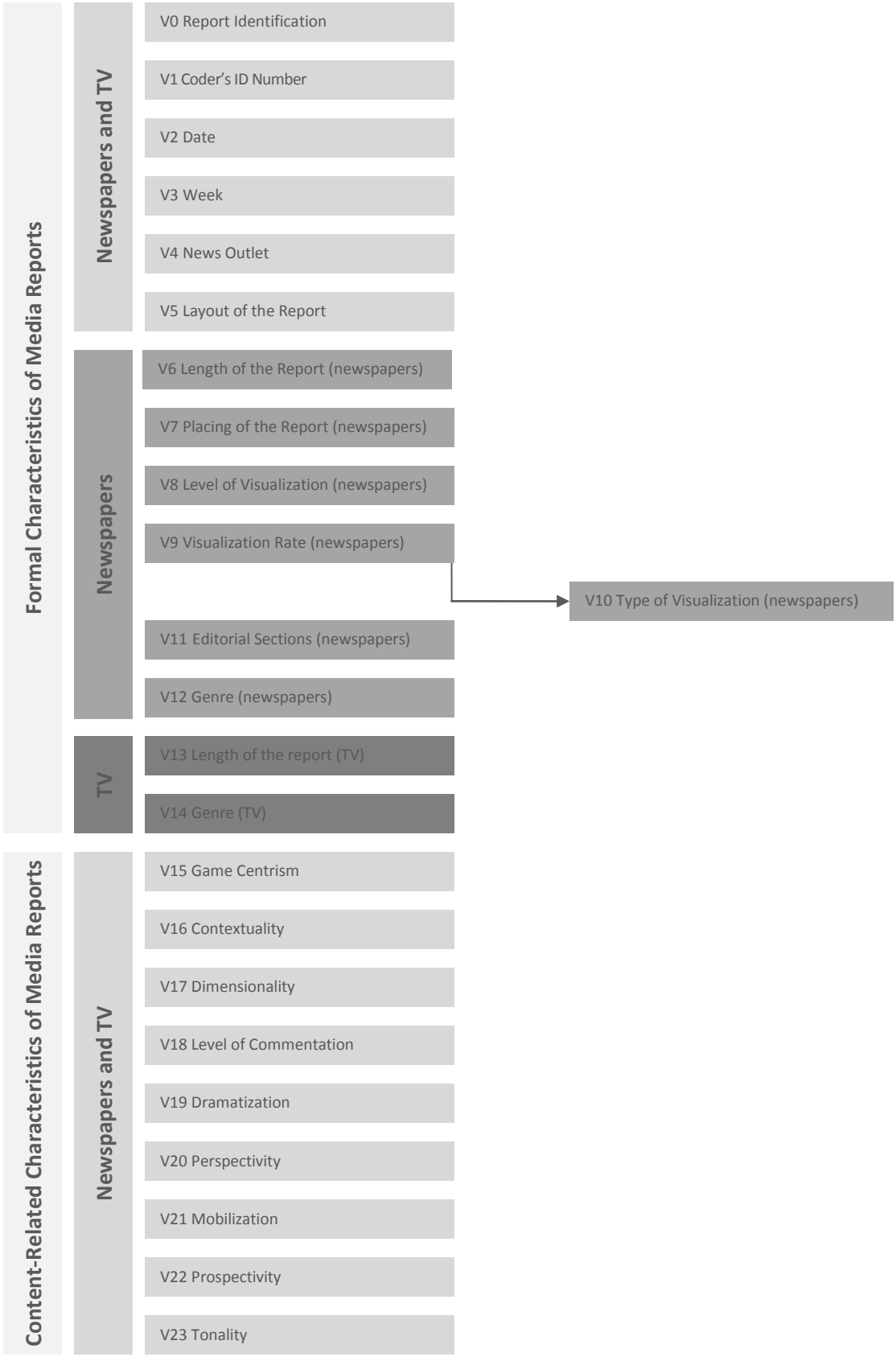
Main Actors 1-5

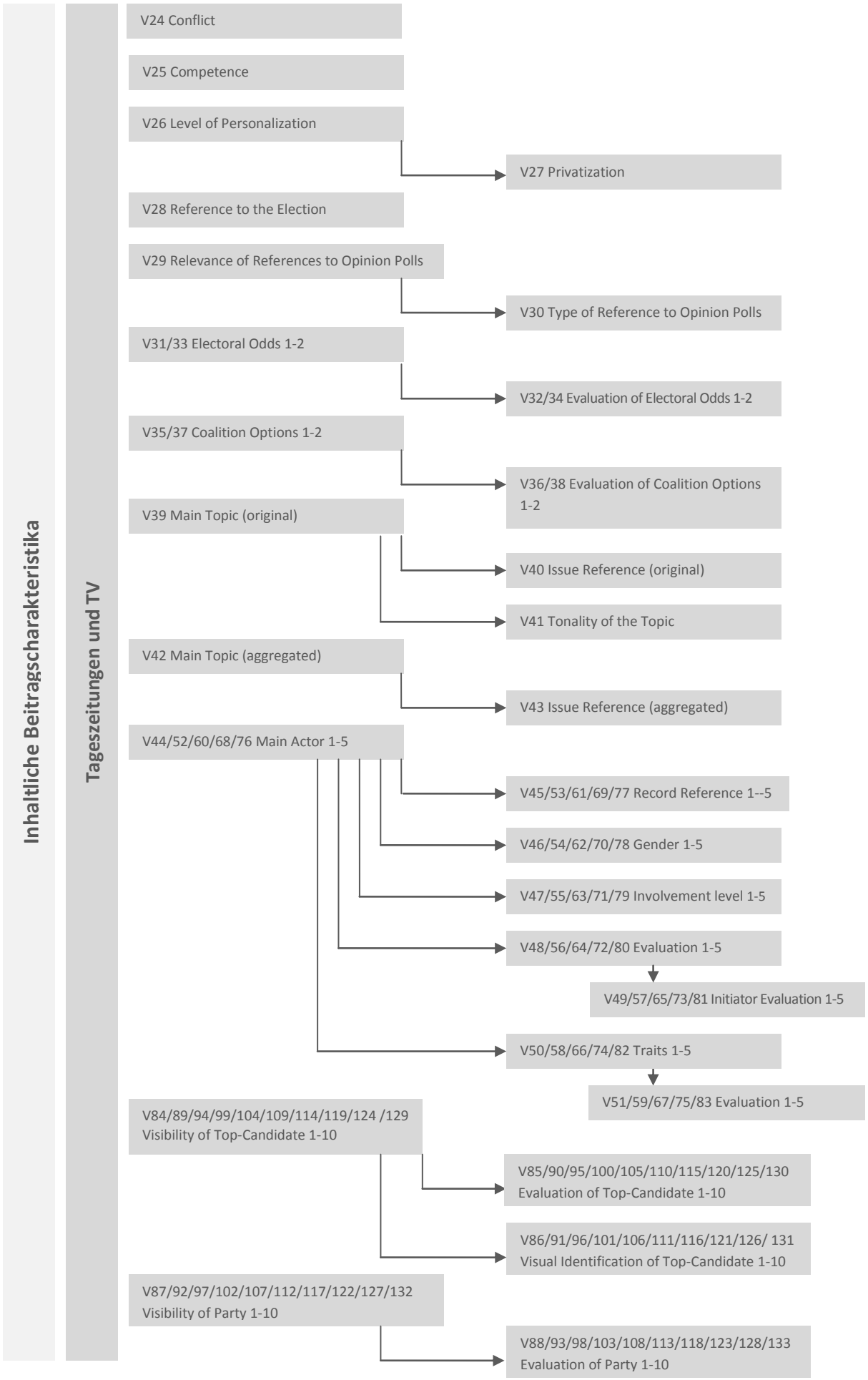
VAR	Name of the Variable	Cases	Validity Holsti	Reliability Holsti
V44/52/60/68/76	Main Actor 1-5	3600/3950	0.85	0.81
V45/53/61/69/77	Record Reference 1-5	3600/3950	0.94	0.90
V46/54/62/70/78	Gender 1-5	3600/3950	0.96	0.95
V47/55/63/71/79	Involvement level Main Actor 1-5	3600/3950	0.83	0.77
V48/56/64/72/80	Evaluation of Main Actor 1-5	3600/3950	0.88	0.85
V49/57/65/73/81	Initiator of the Evaluation of Main Actor 1-5	3600/3950	0.86	0.81
V50/58/66/74/82	Traits of Main Actor 1-5	3600/3950	0.92	0.89
V51/59/67/75/83	Evaluation of Traits of Main Actor 1-5	3600/3950	0.90	0.93

Top-Candidates and Parties

VAR	Name of the Variable	Cases	Validity Holsti	Reliability Holsti
V84/89/94/99/104/ 109/114/119/124/ 129	Visibility of Top-Candidate 1-10	7200/7900	0.99	0.99
V85/90/95/100/105/ 110/115/120/125/ 130	Evaluation of Top-Candidate 1-10	7200/7900	0.97	0.96
V86/91/96/101/106/ 111/116/121/126/ 131	Visual Identification of Top-Candidate 1-10	7200/7900	0.97	0.97
V87/92/97/102/107/ 112/117/122/127/ 132	Visibility of Party 1-10	7200/7900	0.98	0.98
V88/93/98/103/108/ 113/118/123/128/ 133	Evaluation of Party 1-10	7200/7900	0.95	0.94

Figure 7: Overview of the Variable Structure




Inhaltliche Beitragscharakteristika
Tageszeitungen und TV
V24 Conflict
V25 Competence
V26 Level of Personalization
V27 Privatization
V28 Reference to the Election
V29 Relevance of References to Opinion Polls
V30 Type of Reference to Opinion Polls
V31/33 Electoral Odds 1-2
V32/34 Evaluation of Electoral Odds 1-2
V35/37 Coalition Options 1-2
V36/38 Evaluation of Coalition Options 1-2
V39 Main Topic (original)
V40 Issue Reference (original)
V41 Tonality of the Topic
V42 Main Topic (aggregated)
V43 Issue Reference (aggregated)
V44/52/60/68/76 Main Actor 1-5
V45/53/61/69/77 Record Reference 1--5
V46/54/62/70/78 Gender 1-5
V47/55/63/71/79 Involvement level 1-5
V48/56/64/72/80 Evaluation 1-5
V49/57/65/73/81 Initiator Evaluation 1-5
V50/58/66/74/82 Traits 1-5
V51/59/67/75/83 Evaluation 1-5
V84/89/94/99/104/109/114/119/124 /129 Visibility of Top-Candidate 1-10
V85/90/95/100/105/110/115/120/125/130 Evaluation of Top-Candidate 1-10
V86/91/96/101/106/111/116/121/126/ 131 Visual Identification of Top-Candidate 1-10
V87/92/97/102/107/112/117/122/127/132 Visibility of Party 1-10
V88/93/98/103/108/113/118/123/128/133 Evaluation of Party 1-10

6 CODING SCHEME

V0 – REPORT IDENTIFICATION

Automatically generated variable.

Coding Scheme:

Natural number from 1 to 6506

e.g.: 0012

V1 – CODER'S ID NUMBER

Every Coder is ascribed an identification number, which has to be entered at the beginning of the coding process.

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: Lea Hetfleisch
7 Coder 7: Manuel Innerhofer
8 Coder 8: Marlene Lackner
9 Coder 9: Mathias Rentzsch
10 Coder 10: Matthias Sauermann

V2 – DATE

e.g.: 21.09.2008 (day/month/year)

V3 – WEEK

Automatically generated variable.

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

V4 – NEWS OUTLET

1 Neue Kronen Zeitung
2 Kleine Zeitung
3 Kurier
4 Österreich
5 Der Standard
6 Die Presse
7 Zeit im Bild 19:30 Uhr
8 ATV aktuell 19:20 Uhr

V5 – LAYOUT OF THE REPORT

0 No lead story
1 Lead story

V6 – LENGTH OF THE REPORT (NEWSPAPERS ONLY)

e.g.: 5,412.23 mm² = Code "5412"

V7 – PLACING OF THE REPORT (NEWSPAPERS ONLY)

e.g.: Page 4 = Code "4"

V8 – LEVEL OF VISUALIZATION (NEWSPAPERS ONLY)

e.g.: Overall size of visual elements: 4500 mm² = Code "4500"
No visualization= Code "0"

V9 – VISUALIZATION RATE (NEWSPAPERS ONLY)

Automatically generated variable – share of visual elements of a report (percentage of the total size).

e.g.: 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)

1 Photos
2 Charts and figures
3 Caricatures/Cartoons
4 Drawings and sketches
5 Pictograms, symbols, logos
6 Excerpts of documents
7 Photos of the author
8 Other illustrations
99 Coding requirements are not met

V11 – EDITORIAL SECTIONS (NEWSPAPERS ONLY)

1 Front page
2 “Issue of the Day” page
3 Politics
4 Economy
5 Local news
6 Editorial, commentary and letter to the editor’s pages
7 Culture and communication
8 Sports
9 Special supplement
10 Other section

V12 – GENRE (NEWSPAPERS ONLY)

1 Teaser
2 Cover headline
3 Cover picture with caption
4 Cover report
5 Cover headline/-report with cover illustration
6 News report
7 Short news in a compiled overview
8 Commentary, column, gloss, editorial
9 Interview, discussion
10 Cartoon, caricature
11 Press commentary, reprinting from other news outlets
12 Picture with caption inside the newspaper
13 Letter to the editor
14 Other genre

V13 – LENGTH OF THE REPORT (TV)

e.g.: 92 seconds = Code “92”

V14 – GENRE (TV)

1 Anchor report
2 Visualized anchor report
3 Film report without original sound bites
4 Film report with original sound bites
5 Trailer report
6 Interview
7 Discussion
8 Journalistic analysis or commentary
9 Other genre

V15 – GAME CENTRISM

0 Not applicable
1 Rather game-centered
2 Balanced/ambivalent
3 Rather policy/polity-centered

V16 – CONTEXTUALITY

0 Not applicable
1 Rather episodic/de-contextualized
2 Balanced/ambivalent
3 Rather thematic/contextualized

V17 – DIMENSIONALITY

0 Not applicable
1 Rather one-dimensional
2 Balanced/ambivalent
3 Rather multi-dimensional

V18 – LEVEL OF COMMENTATION

0 Not applicable
1 Rather interpretative-commentating
2 Balanced/ambivalent
3 Rather descriptive

V19 – DRAMATIZATION

0 Not applicable
1 Rather dramatized
2 Balanced/ambivalent
3 Rather unemotional/sober

V20 – PERSPECTIVITY

0 Not applicable
1 Rather retrospective
2 Balanced/ambivalent
3 Rather prospective

V21 – MOBILIZATION

0 Not applicable
1 Rather demobilizing
2 Balanced/ambivalent
3 Rather mobilizing

V22 – PROSPECTIVITY

0 Not applicable
1 Rather pessimistic
2 Balanced/ambivalent
3 Rather optimistic

V23 – TONALITY

0 Neutral
1 Rather negative tonality
2 Balanced/ambivalent
3 Rather positive tonality

V24 – CONFLICT

0 Not applicable
1 Rather conflict-centered
2 Balanced/ambivalent
3 Rather consensus-centered

V25 – COMPETENCE

0 Not applicable
1 Rather default- and incompetence-centered
2 Balanced/ambivalent
3 Rather achievement- and competence-centered

V26 – PERSONALIZATION

0 Not applicable
1 Rather personalized/individualized
2 Balanced/ambivalent
3 Rather institutionalized/collective

V27 – PRIVATIZATION

0 Not applicable
1 Rather privatized context
2 Balanced/ambivalent
3 Rather professional and political context
99 Coding requirements are not met

V28 – REFERENCE TO THE ELECTION

0 No explicit reference to the “election”
1 Explicit reference to the “election”

V29 – RELEVANCE OF REFERENCES TO OPINION POLLS

0 No reference to opinion polls
1 Minor relevance of opinion polls
2 Mid-level relevance of opinion polls
3 Central relevance of opinion polls

V30 – TYPE OF REFERENCE TO OPINION POLLS

1 Horse race-centered opinion polls
2 Topic/issue-centered opinion polls
3 Opinion polls centered on forms of electoral behavior
4 Election stock markets
5 Not representative opinion polls
6 Opinion polling in general
7 Other references to opinion polls
99 Coding requirements are not met

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

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

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

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 addressed

V36/38 – EVALUATION OF COALITION OPTIONS 1-2

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

V39 – MAIN TOPIC (ORIGINAL)

The applied, detailed topic categories and their codes can be found in the Topic Catalogue (Appendix A of the Codebook).

Codes 1000-8800

V40 – ISSUE REFERENCE (ORIGINAL)

0 No issue reference recognizable
1000-4730 Policy issues (policy)
5200-6000 Issues of political structure and culture (polity)
6500-6640 Electoral issues (polity)
99 Coding requirements are not met

V41 – TONALITY OF THE TOPIC

0 Neutral/no evaluation
1 Rather negative tonality
2 Balanced/ambivalent
3 Rather positive tonality

V42 – MAIN TOPIC (AGGREGATED)

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

V43 – ISSUE REFERENCE (AGGREGATED)

0	No issue reference recognizable
1000-4730	Policy issues (policy)
5200-6000	Issues of political structure and culture (polity)
6500-6640	Electoral issues (polity)
99	Coding requirements are not met

V44/52/60/68/76 – MAIN ACTOR 1-5

0	No main actor addressed
100 – 7920	Main actors according to Actors' Catalogue (Appendix B of the Codebook)

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

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

0	Male
1	Female
99	Coding requirements are not met

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

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

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

0 Initiator of the evaluation not clearly identifiable
1 Journalist/Media outlet
2 Expert
3 The addressed 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 Die Grünen (Party and party representatives)
9 BZÖ (Party and party representatives)
10 Liste Fritz (Party and party representatives)
11 Die Christen (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

0 Not applicable
1 Expertise
2 Leadership
3 Character
4 Appearance
99 Coding requirements are not met

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

0 Neutral, no evaluation
1 Rather negative evaluation
2 Balanced/ambivalent
3 Rather positive evaluation
99 Coding requirements are not met

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

0 Not visible
1 Visible

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

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 OF TOP-CANDIDATE 1-10

0 Not visually identifiable
1 Visually identifiable
99 Coding requirements are not met

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

0 Not visible
1 Visible

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

0 Neutral, no evaluation
1 Rather negative evaluation
2 Balanced/ambivalent
3 Rather positive evaluation
99 Coding requirements are not met

7 CONTACT

Project Management

Mag[a]. Iris Höller
AUTNES – Innsbruck | Media Side
Projekt “Mass Media Coverage and Effects“
FWF-Projektnummer: S10904-G11
Austrian National Election Study
Department of Political Science
UNIVERSITY OF INNSBRUCK - AUSTRIA

ICT-Technologiepark, 1.OG Nord
Technikerstraße 21 a
A-6020 Innsbruck
Telefon +43 (0) 512 / 507 - 38205
Fax +43 (0) 512 / 507 - 38299
E-Mail Iris.Hoeller@uibk.ac.at