

FINAL – May 9, 2008

Codebook for Content Analysis Foreign TV News Project

ITEMIZATION

The itemization of each newscast should be done by the researcher him/herself, before the coding, according to the following guidelines:

Distinguishing between items is based on two criteria: content and/or format.

CONTENT

A new item is identified when the issue and/or topic and/or country/location changes.

Illustrative examples:

- When presenting a studio interview with a leading persona, a change from one topic to another topic constitutes different items. However, there must be a clear shift and not just a subtle or gradual shift.
- When reporting on a major storm, reporting from different locations constitute different items.
- When reporting a “block” of foreign news events in sequence, each event is considered as a separate item, even if there is no separate formal introduction of each item by the anchor or reporter.
- When reporting on a world summit conference, reactions in each capital city constitute separate items.

FORMAT

A new item is identified following a formal breaking point (usually an intervention by a news anchor, but not including separate interview questions) regardless of the content.

Illustrative examples:

- An edited news report, usually with (but sometimes without) voice-over. Such a report, together with the news anchor’s introduction, and possibly a short comment afterwards, constitutes a separate item regardless of the content prior to or following it.

- An item in a “block” of items (e.g. in foreign news block – see above) separated from other items by brief visual indication (flash, fading, etc.) or by a specific sound.
- A brief items delivered by anchor only, possibly accompanied by some kind of visual in background (e.g., photo, logo, moving image, etc.).
- A live (or taped) in-studio interview with non-journalist. If such an interview is interspersed by an edited report, each segment of the interview and edited report constitute a separate item.
- An in-studio interview with a home-journalist (or commentator) constitutes a separate item. If such an interview is interspersed by an edited report, each segment of the interview and edited report constitute a separate item.
- A live or taped interview or intervention with stand-up journalists (on location) constitutes a separate item. If the stand-up introduces an edited report (usually made by him/herself or a local team), this is considered part of the same item. In rare cases where the stand-up takes over the role of the anchor (e.g., by introducing edited reports), this constitutes a separate item.

Note: Items that are part of “blocs” of items will be indicated as such in variable #13 (see below).

1. COUNTRY OF BROADCAST (Codes here refer to countries)

1. Belgium
2. Brazil
3. Bulgaria
4. Canada
5. Chile
6. China
7. Egypt
8. Finland
9. Germany
10. Hong Kong
11. Israel
12. Italy
13. Japan
14. Poland
15. Portugal
16. Singapore
17. South Africa
18. Sweden
19. Switzerland
20. Taiwan
21. United Kingdom
22. United States
23. Turkey

2. STATION CODE Enter 1, 2 or 3 as an identifier for the specific station of your country. Conversion to the actual station code will be done later.
3. DATE OF NEWSCAST
Enter 1-28 for the code of the date (e.g., 1 would represent January 20; 10 would represent February 12th, etc. Conversion to the actual date will be done later.
4. ITEM SEQUENCE IN LINE-UP Order in line-up, from 1st to nth
5. KEY WORD DESCRIPTOR OF ITEM
Enter in English key words up to 20 characters (to enable cross-country identification of items). Use the same key words in subsequent newscasts when dealing with items on the same event/issue.
In addition to the coding form, please create a separate cumulative list of all items).

[] []

TOPICS OF ITEMS

This is a variable of prime importance. The list of topics that we developed is very detailed, so that hopefully we identify the most relevant topic to each item. However, given this detailing also creates the possibility that an item would suitably be coded as being relevant to more than one topic. For this reason we allow the coding of as many as three topics. The decision as to how to code the topics is left up to the coder, of course, and it really doesn't matter in which order they are entered. Finally, a coder may define a new topic code by adding it to the list. This should be done only in limited cases, however.

6. TOPIC 1 (The first code must be entered using the code number from the topic list)
7. TOPIC 2 (Code here only if item has second topic, also using code number from topic list)
8. TOPIC 3 (Code here only if item has a third topic, also using code number from topic list)
9. IS ITEM MENTIONED IN HEADLINE OF NEWSCASTS?
Headlines constitute brief mentions of items at the beginning of the newscast referring to what will be coming later in the newscast.
 1. Yes
 2. No
 3. No headlines at all in newscast

10. IS ITEM MENTIONED IN PROMO DURING NEWSCAST?
A promo is a reference made during the newscast about an item that will be reported later (often made before commercials).
1. Yes
 2. No
 3. No promo at all during newscast
11. IS ITEM MENTIONED IN RECAP OF NEWSCAST?
A recap may appear at the end of the newscast in which the anchor repeats in brief (and sometimes as a late update) some of the items that were previously reported.
1. Yes
 2. No
 3. No recap of newscast at all
12. DOES ITEM EXPLICITLY REFER TO ANOTHER TV PROGRAM OF THE STATION?
The reference could be another newscasts, a current affairs program or any other program aired on the same station (sometimes as a promo to that program).
1. Yes, to another newscast (such as one to be broadcast later)
 2. Yes, to a current affairs program
 3. Yes, to any other program
 4. No
13. IS ITEM PART OF A BLOCK OF NEWS ITEMS?
A block is a groups of items presented sequentially without a separate introduction to each item (e.g., several “foreign events”, each of which is a totally different item (that would presumably also get different topic codes, or reports from different locations of the same major weather storm). In other words, a “block” is mostly a structural or format concept.
1. Yes
 2. No
14. DURATION OF ITEM (In seconds)
- [][][]
15. IS/ARE ANCHOR(S) SEEN OR ONLY HEARD?
(In some stations there is more than one anchor; refer similarly to one or more)
1. Yes, anchor is seen speaking
 2. Yes, anchor is seen during part of item but there is also his/her voice over
 3. Yes, anchor is only heard speaking as voice over
 4. No, anchor is not seen or heard at all

16. DOES REPORTER OR COMENTATOR REPORT FROM STUDIO?
This can be any studio of the station of broadcast: the major studio, a studio in another city of the country, or even in another country.
1. Yes
 2. No
17. DOES/DO ANCHOR(S) INTERVIEW REPORTER IN STUDIO?
1. Yes
 2. No
18. DOES/DO ANCHOR(S) INTERVIEW REPORTER WHO IS NOT IN STUDIO?
1. Yes
 2. No
19. DOES INTERVIEW WITH NON-JOURNALIST TAKE PLACE IN STUDIO?
1. Yes
 2. No
20. IS THERE A PRE-RECORDED VIDEO (OR FILMED) REPORT FROM THE LOCATION OF THE EVENT (USUALLY WITH VOICE OVER) AND PRESENTED BY THE STATION'S REPORTER?
Some indication must be present to indicate that it is pre-recorded (not "live"); otherwise code as "cannot determine."
1. Yes
 2. No
 3. Cannot determine
21. IS THERE A LIVE REPORT FROM THE SCENE OF THE EVENT?
Some indication must be present to indicate that it is a live report; otherwise code as "cannot determine."
1. Yes
 2. No
 3. Cannot determine
22. DOES A REPORTER APPEAR IN A "STAND-UP" IN EITHER A LIVE OR VIDEO (OR FILMED) REPORT FROM THE LOCATION OF THE EVENT (AS REFERENCED IN VARIABLES 20 AND 21 ABOVE)?
1. Yes
 2. No
23. IS ARCHIVE (OR "FILE") MATERIAL USED?
1. Yes, material clearly labeled as such
 2. Yes, most likely archive material used but with no formal indication
 3. No
 4. Cannot determine if it is archive material

24. IS STORY AND/OR VISUAL MATERIAL CLAIMED TO BE EXCLUSIVE?
1. Yes
2. No
25. IS THERE VISUAL MATERIAL FROM INTERNATIONAL BROADCASTER (E.G., CNNI, BBCW, AL-JAZEERA)?
Some indication must be present to indicate that it is material from international broadcaster; otherwise code as “cannot determine.”
1. No
2. Yes, from CNN
3. Yes, from BBC
4. Yes, from Al-Jazeera
5. Yes, from other international broadcaster
6. Cannot determine
26. IS ANY MATERIAL FROM NEWS AGENCY (E.G., REUTERS) USED IN ITEM?
Some indication must be present to indicate that it is material from news agency; otherwise code as “cannot determine.”
1. Yes
2. No
3. Cannot determine
27. IS THERE VISUAL MATERIAL FROM ANOTHER STATION?
Some indication must be present to indicate that it is material from another TV station, but not an international broadcaster (as in 24 above) or news agency (as in 25 above); otherwise code as “cannot determine.”
1. Yes
2. No
3. Cannot determine
28. ARE THERE TABLES AND/OR CHARTS?
These can be computer generated or otherwise.
1. Yes
2. No
29. IS THERE USE OF STILL PHOTOS?
This could be a still photograph or a “frozen” frame from a video; it can be presented “behind” the anchor or reporter in the studio or within a moving video segment.
1. Yes
2. No

30. IS THERE USE OF PICTORIAL OR GRAPHIC REPRESENTATION?
A pictorial or graphic metaphor is an artist-created “abstract” visual image (but not a photo, official logo, etc.) used for representing some idea, issue, etc.
1. Yes
 2. No
31. IS THERE USE OF AN ANIMATED REPRESENTATION?
Use of artist-created images to illustrate or simulate information using animation (moving images).
1. Yes
 2. No
32. IS THERE USE OF PRINTED TEXT?
Printed text refers to information on the screen such as a document (or part thereof) or computer generated “typing” of text (e.g., a quote) while a voice-over narrates the text or printed key words.
1. Yes
 2. No
33. IS THERE USE OF MAPS OF CITY, COUNTRY, REGION, ETC?
1. Yes
 2. No
34. IS THERE USE OF COUNTRY FLAG OR EMBLEM?
1. Yes
 2. No
35. IS THERE USE OF A COMPANY LOGO?
1. Yes
 2. No
36. USE OF BACKGROUND MUSIC IN ITEM?
The use of music that is not germane to the item, such as dramatic or suspenseful music presented as “background” for an item.
1. Yes
 2. No
37. TIME SHIFT: SLOW MOTION IN ITEM?
Showing video in slow motion.
1. Yes
 2. No
38. TIME SHIFT: SPEEDED UP MOTION IN ITEM?
Showing video in faster than normal speed.
1. Yes
 2. No

39. REPETITION OF SAME VISUALS OVER AND OVER?
Presenting the same brief video segment again and again
1. Yes
 2. No
40. USE OF GORY VISUALS?
Visuals considered gruesome according to local cultural standards.
1. Yes [If yes, please note details of visuals in separate log file]
 2. No
41. USE OF SOFT FOCUS?
Images shown with a blurred focus, often used to prevent the identification of the person or act being shown.
1. Yes
 2. No
42. USE OF COLOR CHANGE?
Change of color to high contrast or black and white as visual effect
1. Yes
 2. No
43. USE OF DIGITIZATION TO CONCEAL IDENTITY OF PEOPLE?
Electronic digitization of face to conceal the identity of a person or persons.
1. Yes
 2. No
44. USE OF AUDIO WITH DISTORTED HUMAN VOICE?
Distorting a person's voice (often in an interview) to avoid recognition.
1. Yes
 2. No
45. PRESENTATION OF EXTREME EMOTION?
The reference is to display of extreme human emotion according to local cultural standards.
1. Yes [If yes, please note details in separate log file]
 2. No
46. TIME PERSPECTIVE – REFERENCE TO PAST (code the longest past)
1. No (current day only)
 2. Previous day
 3. Previous week or several days
 4. Previous month or so
 5. Previous year or so
 6. Reference to more than one year ago
 7. General unspecific reference to past
 8. Cannot determine time frame

47. TIME PERSPECTIVE – REFERENCE TO FUTURE (code the furthest future)
 1. No (current day only)
 2. Next day
 3. Next few days or week
 4. Next month or so
 5. Next year or so
 6. Reference to more than one year in the future
 7. General unspecific reference to future
 8. Cannot determine time frame

48. GEOGRAPHIC SCOPE OF EVENT (To be determined by the coder's understanding – e.g.: an electrical blackout in a city, in a region, in a whole country; a storm that in a region, the entire country or a world region)
 1. City/town
 2. Region
 3. Country
 4. World-region (e.g., Europe, far east)
 5. Worldwide

49. POTENTIAL IMPACT OF EVENT (Refers to the broadest consequences of the event, based on an explicit reference in the item; usually the impact would be equal to the scope of the event or greater – e.g., a strike of air traffic controllers in a certain country could impact on world-regional or worldwide travel. If there is no explicit reference to the impact, code as 6)
 1. City/town
 2. Region
 3. National
 4. World-region (e.g., Europe, far east)
 5. Worldwide
 6. No explicit indication of impact in item

50. NATURE OF EVENT (**IF CODE IS 1 – GO TO VARIABLE 66**)
 1. Domestic (event takes place in country of broadcast with no foreign involvement)
 2. Domestic with foreign involvement (event takes place in country of broadcast but specific reference is made to at least one other country)
 3. Foreign with domestic involvement (event takes place in other country but specific reference is made to country of broadcast)
 4. Foreign (event takes place in other country without any reference to country of broadcast)

51-53. COUNTRY OF LOCATION OF EVENT

Most items relate to a single country location. However, sometimes the event can take place in two or more countries (e.g., a major disaster, war, etc.). Determining whether or not the event actually takes place in more than one country is based on how the item was initially itemized by the researcher. The countries should be coded in the order in which they are mentioned in the item.

Country 1 [][][] Use country list

Country 2 [][][] Use country list

Country 3 [][][] Use country list

54. DOES COUNTRY OF LOCATION BORDER ON COUNTRY OF BROADCAST?

This refers to whether or not the countries are neighbors.

1. Yes, all countries listed above border on country of broadcast
2. Yes, some of the countries listed above border on country of broadcast
3. Yes, only one of the countries listed above borders on country of broadcast
4. No country listed above borders on country of broadcast

55-59. COUNTRIES INVOLVED IN EVENT

The countries should be coded in the order in which they are mentioned and/or referred to in the item, directly or indirectly. For example: If an item says something like “Tony Blair said he would not give in to the demands of Iran” without specifically mentioning the United Kingdom by name, nonetheless the UK should be coded.

Country 1 [][][] Use country list

Country 2 [][][] Use country list

Country 3 [][][] Use country list

Country 4 [][][] Use country list

Country 5 [][][] Use country list

60-61. INTERNATIONAL ORGANIZATION INVOLVED

The countries should be coded in the order in which they are mentioned in the item.

Organization 1 [][][] Use List of Int’l Organizations

Organization 2 [][][] Use List of Int’l Organizations

62. DOMESTICATION – USE OF MAPS (the use of maps here must indicate a relationship between where the event took place and the country of broadcast; e.g., two maps presented, one of the country of broadcast and one of the other country)
1. Yes
 2. No
63. DOMESTICATION – USE OF LOGOS (the use of logos here must indicate a relationship between where the event took place and the country of broadcast; e.g., two logos presented, one of the country of broadcast and one of the other country or logos of different companies in the two countries)
1. Yes
 3. No
64. DOMESTICATION – MAKING EXPLICIT REFERENCE TO NATIONALS OF COUNTRY OF BROADCAST (Only relevant to foreign items with domestic involvement)
1. Yes
 2. No
65. DOMESTICATION – MAKING EXPLICIT REFERENCE TO IMPACT ON COUNTRY OF BROADCAST (Only relevant to foreign items with domestic involvement)
1. Yes
 2. No
66. DOES ITEM DEAL WITH CONFLICT?
- This variable is important but also somewhat difficult to define in unequivocal terms. Many items in the news involve conflict. Some conflicts are interpersonal involving individual people and many are social in the sense that they deal with two or more parties (social groups, political parties, countries, etc.) who have incompatible goals or who use (or advocate the use of) different means to obtain their goals. For example, if a man kills his wife because she was (or he thinks she was) unfaithful, this would be an interpersonal conflict; also, if a man robs another person in order to get money for his drug habits, this is an interpersonal conflict. But if a single person (or group of people) robs a bank because (as they may claim) the bank symbolizes the capitalist society, this would be a social conflict. Elections, wars, strikes, etc., are also examples of social conflict. In short, in most cases it is quite easy to determine if the conflict is interpersonal or social. In cases where it is absolutely impossible to decide, please code as “cannot determine.”
1. No **(IF CODE IS 1, GO TO VARIABLE 71)**
 2. Yes, interpersonal conflict
 3. Yes, social conflict
 4. Yes, but cannot determine the nature of the conflict

67. NUMBER OF PARTIES MENTIONED REGARDING THE CONFLICT [___]
(Opponents can be individual people, social groups, countries, etc. Refers only to opponents in conflict, not to arbitrators, mediators, etc.)
68. IS THERE A CALL FOR RESOLUTION OF CONFLICT IN ITEM?
1. Nobody calls for resolution
2. Only arbitrator/mediator calls for resolution
3. At least one opponent calls for resolution
4. Two opponents or more call for resolution
5. At least one opponent and arbitrator/mediator call for resolution
6. Two or more opponents and arbitrator/mediator call for resolution
69. IS THERE REFERENCE IN ITEM TO NEGOTIATIONS TAKING PLACE?
1. No reference at all in item to negotiations
2. Reference to negotiations that took place in the past only
3. Specific reference indicating that no negotiations are taking place
4. Attempts to get negotiations started
5. Negotiations currently taking place
6. Resolution of conflict reached following negotiations
70. IS THERE REFERENCE IN ITEM TO REJECTION OF NEGOTIATIONS, COMPROMISE OR RESOLUTION?
1. Nobody rejects negotiations, compromise or resolution
2. At least one party rejects negotiations, compromise or resolution
3. Two or more parties reject negotiations, compromise or resolution
71. IS THERE VERBALLY *REPORTED* PHYSICAL VIOLENCE AGAINST PEOPLE?
1. Yes
2. No
72. IS THERE VISUALLY *SHOWN* PHYSICAL VIOLENCE AGAINST PEOPLE?
1. Yes
2. No
73. IS THERE VERBALLY *REPORTED* KILLING OF AT LEAST ONE PERSON?
1. Yes (Go to 73a and enter number).
2. No (Go to 74)
3. Yes, but no specific number (Go to 74)
- 73a. NUMBER OF VERBALLY *REPORTED* PERSON(S) KILLED [___][___][___]
(For 1000 or more, code 999)

74. IS THERE VISUALLY *SHOWN* KILLING (INCLUDING DEAD BODIES OR PARTS OF BODY/BODIES) OF AT LEAST ONE PERSON?
1. Yes (Go to 74a and enter number).
 2. No (Go to 75)
 3. Yes, but no specific number (Go to 75)
- 74a. NUMBER OF VISUALLY *SHOWN* PERSON(S) KILLED [][][]
(For 1000 or more, code 999)
75. IS THERE VERBALLY *REPORTED* WOUNDING OF AT LEAST ONE PERSON?
1. Yes (Go to 75a and enter number).
 2. No (Go to 76)
 3. Yes, but no specific number (Go to 76)
- 75a. NUMBER OF VERBALLY *REPORTED* PERSON(S) WOUNDED [][][]
(For 1000 or more, code 999)
76. IS THERE VISUALLY *SHOWN* ONE WOUNDED PERSON OR MORE?
1. Yes (Go to 76a and enter number).
 2. No (Go to 77)
 3. Yes, but no specific number (Go to 77)
- 76a. NUMBER OF VISUALLY *SHOWN* PERSON(S) KILLED [][][]
(For 1000 or more, code 999)
77. IS THERE VERBALLY *REPORTED* PHYSICAL DAMAGE TO PROPERTY?
1. Yes
 2. No
78. IS THERE VISUALLY *SHOWN* PHYSICAL DAMAGE TO PROPERTY?
1. Yes
 2. No
79. IS THERE VERBALLY *REPORTED* OTHER CONSEQUENCE OF VIOLENCE?
1. Yes
 2. No
80. IS THERE VISUALLY *SHOWN* OTHER CONSEQUENCE OF VIOLENCE?
1. Yes
 2. No

CODING OF ACTORS

We will not code actors who are only seen but not quoted. The assumption is that in most cases if an actor is seen but not heard (in his/her voice) there would at least be some reference to his/her identity. This would also be the case for groups of people (e.g., demonstrators, customers in a checkout lane in a store) who are not identified by name but they (or at least someone in the group) is quote, directly or indirectly).

For each actor, the following variables – A1 through A8 – should be coded. If you have a second actor, this one will be coded as B1 through B8, and so forth until the last actor that is coded.

The information about each subsequent actor after the first actor will be entered as additional fields. If you will be using the scan-ready coding forms you will need to use one set of codes per actor (each on a separate line). If you are using direct data entry into an SPSS or EXCEL file you will need to allocate additional fields as necessary, 8 fields per actor, one after the other.

- A1. Role of actor Use actor role list (Appendix D)
- A2. Is actor an individual or a group 1=individual 2=group
- A3. Gender of actor 1=female 2=male 3=both
- A4. Actor's country or organization Use Country/Organization list
- A5. Does actor speak in item? 1=No
2=Yes, in language of broadcast country
3=Yes, in other language with dubbing
4=Yes, in other language with subtitles
5=Yes, in other language with no translation
- A6. How long does actor speak? (in seconds, including all clips if there is more than one clip)
- A7. Is actor quoted (directly or indirectly) in item? 1=No
2=Yes, and seen
3=Yes, but not seen
- A8. Is actor identified with by name and/or role?
1=No
2=Yes, by name only
3=Yes, by role only
4=Yes, by name and role