DFG-Projekt „Nachhaltige Medienevents"
Bericht Master-Datensätze (Inhaltsanalyse Tageszeitungen)

1) Master-Datensatz Artikel-Level

- 1368 Fälle
- 160 Variablen

Tabelle 1 Variablen Artikel-Datensatz

Codebuch-Variablen	Artikel-Variablen
	Article-ID
	Coder-ID
	Title
	Date of publication
	Media outlet
	Length of article
	Format of article (+ specification)
	Placement of article
	Section of newspaper (+ specification)
	Author of article (+ specifications)
	Article trigger (+ specification)
	COP references (1-5)
	Primary country references (1-5)
	Secondary country references (1-10) (+ specification)
	Primary institutional references (1-3)
	Secondary institutional references (1-5) (+ specification)
	Narrations-Variablen*
	Dramatization
	Emotion
	Narrative personalization
	Fictionalization
	Stylistic ornamentation
	Overall theme
	Tone
	(Expected) outcome
	Victim present
	Victim type
	Victim name
	Victim action taken
	Villain present
	Villain type

	Villain name
	Villain action taken
	Hero present
	Hero type
	Hero name
	Hero action taken

berechnete Variablen	<u>Artikel-Kategorien</u>
	
	   Country
	   COP
	   Visual present (dummy)
	   Number of visuals
	   Photo present (dummy)
	   Number of photos
	
	<u>Narrations-Kategorien</u>*
	   Everyday business (dummy)
	   Failure after struggle (dummy)
	   Triumph over adversity (dummy)
	   Struggle over destiny (dummy)
	   Political / social conflict (dummy)
	   Fatalistic tone (dummy)
	   Optimistic tone (dummy)
	   Unexcited / neutral tone (dummy)
	   Passionate tone (dummy)
	   Pessimistic tone (dummy)
	   No conceivable outcome (dummy)
	   Conflict fixed (dummy)
	   Conflict not fixed (dummy)
	
	<u>Klassifizierung / Dimensionsreduktion</u>**
	   4 Cluster solution (Frames)
	   Principal component score (1-12)

aggregierte Variablen	<u>Bild-Variablen</u>
	
	   Urban landscape (dummy)
	   Natural landscape (dummy)
	   Ocean and / or coast (dummy)
	   Snow, ice, glacier (dummy)
	   Desert or steppe (dummy)
	   Polar bear (dummy)
	   Other animal (dummy)
	   Transportation or conventional traffic (dummy)
	   Agriculture (dummy)
	   Conventional energy generation (dummy)
	   Green technology (dummy)
	   Other industry / technology (dummy)
	   PR stunt installation (dummy)
	   Politician (dummy)

	NGO representative (dummy)
	Business representative (dummy)
	Scientist (dummy)
	Celebrity (dummy)
	Citizen (dummy)
	Graphic only (dummy)
	<u>Statement-Variablen**</u>
	Sum of all actors in article
	Sum of NGO representatives
	Sum of politicians
	Sum of representative of international organizations
	Sum of business representatives
	Sum of scientists / scholars
	Sum of journalists
	Sum of citizens
	Sum of other types of actors
	Increase in temperature (dummy)
	Extreme weather (dummy)
	Melting ice / rising sea levels (dummy)
	Economic opportunities (dummy)
	Economic difficulties (dummy)
	Societal consequences (dummy)
	Natural causes (dummy)
	Fossil fuels / greenhouse gas emissions (dummy)
	Deforestation (dummy)
	Colliding national interests (dummy)
	Other cause (dummy)
	No action mentioned / endorsed / rejected (dummy)
	Clean energy mentioned / endorsed / rejected (dummy)
	Reforestation mentioned / endorsed / rejected (dummy)
	Adaptation in agriculture mentioned / endorsed / rejected (dummy)
	New treaty mentioned / endorsed / rejected (dummy)
	Local efforts mentioned / endorsed / rejected (dummy)
	Financial assistance mentioned / endorsed / rejected (dummy)

* n = 1276 für Narrations-Variablen (92 Versalbilder, Q&A-Interviews & Infoboxen wurden nicht codiert)

** n = 1311 für Statement-Variablen sowie Cluster-Zugehörigkeit und Hauptkomponenten-Ladung (57 Versalbilder wurden nicht codiert)

2) Master-Datensatz Bild-Level

- 771 Fälle
- 44 Variablen

Tabelle 2 Variablen Bild-Datensatz

Codebuch-Variablen	Artikel-Variablen
	Article-ID
	Coder-ID
	Title
	Date of publication
	Medium
	Bild-Variablen
	Visual-ID
	Type of visual
	Source of visual (+ specification)
	Visual reference of institution (+ specifications)
	Urban landscape
	Natural landscape
	Ocean and / or coast (dummy)
	Snow, ice, glacier (dummy)
	Desert or steppe (dummy)
	Polar bear (dummy)
	Other animal (dummy)
	Transportation or conventional traffic (dummy)
	Agriculture (dummy)
	Conventional energy generation (dummy)
	Green technology (dummy)
	Other industry / technology (dummy)
	PR stunt installation
	Politician
	NGO representative
	Business representative
	Scientist
	Celebrity
	Police / security
	Ordinary citizen
	Other type of person
	Origin of person(s)
	Activity of person(s) (+specification)
	Location of scene
	Camera angle
	Distance / field size
berechnete Variablen	Bild-Kategorien
	Person depicted (dummy)
	Origin of person (home / abroad)

3) Master-Datensatz Statement-Level

- 5561 Fälle
- 66 Variablen

Tabelle 3 Variablen Statement-Datensatz

Codebuch-Variablen	<u>Artikel-Variablen</u>
	Article-ID
	Coder-ID
	Title
	Date of publication
	Media outlet
	<u>Statement-Variablen</u>
	Actor-ID
	Name of actor
	Type of actor
	Occupation / office of actor
	Origin of actor
	Type of quotation
	Prominence of statement
	Type of 'We' reference (+ specification)
	Denial of reality of global warming
	Denial of problematicity of global warming
	Increase in temperature
	Extreme weather
	Melting ice, rising sea levels
	Economic opportunities
	Economic difficulties
	Societal consequences
	Natural causes
	Fossil fuels / greenhouse gas emissions
	Deforestation
	Colliding national interests
	Other cause (+ specification)
	Country causing global warming / Polluter country (1-3)
	No action
	Clean energy
	Reforestation
	Adaptation in agriculture
	New treaty
	Local efforts
	Financial assistance
	Responsible country (1-3)
	Annotations

berechnete Variablen	Statement-Kategorien Country COP Occupation / office of actor recoded No action mentioned / endorsed / rejected (dummy) Clean energy mentioned / endorsed / rejected (dummy) Reforestation mentioned / endorsed / rejected (dummy) Adaptation in agriculture mentioned / endorsed / rejected (dummy) New treaty mentioned / endorsed / rejected (dummy) Local efforts mentioned / endorsed / rejected (dummy) Financial assistance mentioned / endorsed / rejected (dummy)