

gesis

Leibniz-Institut
für Sozialwissenschaften

German Longitudinal
Election Study



GLEES 2009 Campaign Media Content Analysis, Print ZA5307, Version 1.0.0

Methodology Report

Project manager

Prof. Dr. Rüdiger Schmitt-Beck
Chair of Political Science I
University of Mannheim
A 5, 6
D - 68131 Mannheim

Project group

GLES:

Prof. Dr. Rüdiger Schmitt-Beck
Mona Krewel, M.A.
Stefanie Walter, M.A.

Coder

Jakob Bender
Lars Böller
Pia Ditscher
Maike Haas
Anna Hoffmann
Klara Hohmann
Sebastian Schmidt
Thomas Schmidt
Franca Schreiber

Completion of the analysis

June 2012

Table of contents

Table of contents	3
1 Research problem, conception and methods of the study	1
1.1 Context of study	1
1.2 Case selection: Sampling procedure and structure of sample.....	1
1.3 Case definition: Recording units	5
1.4 Number of cases of the study	5
1.5 Execution of the coding	5
2 The reliability of the coding	6
2.1 Elucidations of the reliability tests	6
2.2 Results of the reliability tests – Overall values	7
2.3 Results of reliability tests – Values from the single tests	15
3 Plan of variables.....	29
4 Overview of variables' structure and filtering Fehler! Textmarke nicht definiert.	
5 Code plan.....	33
7 Lists.....	55

1 Research problem, conception and methods of the study

1.1 Context of study

The analysis of press articles is part of the project „German Longitudinal Election Study (GLES). Dynamics of voting behaviour – A long-term study of change and stability in the German electoral process" which is funded by the German Research Foundation (DFG) and steered by Prof. Dr. Rüdiger Schmitt-Beck at the University of Mannheim. The analysis of press articles aims at collecting *media data* concerning the campaign of the Federal election 2009 which can be systematically combined with the *survey data* of the election study.

Period of observation

From 29 June to 26 September 2009 (90 days).

In the period of observation each day was coded.

1.2 Case selection: Sampling procedure and structure of sample

The news stories which are object of the coding were selected in a multistep sampling procedure:

(1) Step: Choice of media genre and media products:

We chose the genre daily newspaper and in this media genre the five most important superregional quality news papers in Germany as being typical for this genre: *Frankfurter Rundschau* (FR), *Süddeutsche Zeitung* (SZ), *Frankfurter Allgemeine Zeitung* (FAZ), *Die Welt* (Welt) and *Die Tageszeitung* (TAZ). Moreover the *Bildzeitung* (BILD) was included into the analysis as it is the most widely read tabloid in Germany.

(2) Step: Choice of editorial departments within the media products:

For the news papers enumerated above the following editorial departments have been chosen in order to select roughly the material relevant for this analysis:

Frankfurter Allgemeine Zeitung (FAZ):

- Front page (including all article continuations regardless of the page where the articles continue)

Die Welt (Welt):

- Front page (including all article continuations regardless of the page where the articles continue)

Die Bildzeitung (BILD):

- Front page (including all article continuations regardless of the page where the articles continue)
- Page 2

Süddeutsche Zeitung (SZ):

- Front page (including all article continuations regardless of the page where the articles continue)
- Opinion

Frankfurter Rundschau (FR):

- Front page (including all article continuations and all articles announced on the front page regardless of the Ressort in which they are continued or published completely. Articles announced on the front page have only been subject to the preselection described in the selection step 3 if the criterion of inclusion outlined in point 3 corresponded yet to the article announcement)
- Opinion

Die Tageszeitung (TAZ):

- Front page (including all article continuations and all articles announced on the front page regardless of the editorial department in which they are continued or published completely. Articles announced on the front page have only been subject to the preselection described in the selection step 3 if the criterion of inclusion outlined in point 3 corresponded yet to the article announcement)
- Opinion and discussion

(3) Step: Choice of the articles relevant to the analysis within the editorial departments:

A preselection of the material to be analysed lead to all articles to be coded within the editorial departments which related to German federal politics (including all articles in which German federal political actors appeared). German federal politics was therefore the criterion of inclusion helping to decide whether an article was picked up for the sample or not.

Article (case on news story level, see 1.3 Case definition: The recording units) are defined as texts within the editorial departments included in the analysis with an own headline or source references or location information and not integrated as part of the layout in other articles; this means pictures (photographs or graphics) or boxes belong to an article if they build optically an entity with the text and have a connection of content with it. Detached pictures (i.e. photographs or graphics) are not considered as articles and are therefore principally not taken into account as part of the sample in the following selection process. If an article ran over several pages or was continued on a subsequent page, it is considered in its entity as one article and therefore was object of the preselection with its continuation in all newspapers. This was also the case if the page on which the article was continued was not part of the editorial department relevant for the study. For the newspapers FR and TAZ all news stories that are announced in the front page could be integrated in the preselection, regardless of the editorial department in which they appeared if the announcements of the articles on the front page fulfilled the criterion of inclusion of being relevant for German federal politics. If the criterion of inclusion did not apply the announcement of the article, the announced articles were not examined and excluded immediately of the sample. The announcement of the article was considered as an independent case. Short news within special sub-rubrics or special boxes were considered as being independent articles if they were formally structured: structuring by paragraphs, highlighting of first words of lines, own indication of source or place. So called „tapeworm articles“, i.e. news stories that are continued with new subheadings, are considered as one case.

The following types of articles are excluded from the preselection within the editorial departments relevant for the study and therefore from the sample:

- Table of contents in headline style („Today in the SZ“, „Today in the FAZ“, “Today in the TAZ”) and all headline boxes including pictures in the title bar or in the last line of the front page. Please note that announcements of articles on the front pages of FR and TAZ were not considered as tables of content and are therefore included completely into the preselection.
- Detached pictures (= photographs, graphics)

- Information about contact or imprint as well as the telephone number of the editors
- Weather forecast/report/chart
- Lottery numbers
- Calendar sheets/motto
- Quotes of the day
- Share indices or charts and exchange rates (for ex. DAX, Dow Jones, Euro etc.) without further text
- Information of the price of the newspaper
- Advertisements
- Online links
- Reader's letters
- Media and press reviews/press commentaries
- TV tips
- „Zippert zappt“
- Detached caricatures

The systematic selection process described in the following was applied to all other articles within the editorial departments relevant to the study in order to identify the relevant articles.

In order to decide whether the criterion of inclusion applied on the respective article, the coder executing the preselection had in doubt to read the complete article. One time the criterion of inclusion was identified, the reading of the article could be stopped and the article could be integrated into the sample.

Criterion of inclusion

As German federal politics is defined every kind of politics on a federal level (normally but not necessarily the actions of one or several federal political actors as mentioned in list 2, codes 1000-1400, abstract presentations without concrete reference to an actor are however possible) in connection with ruling of (social, economic, political etc.) conditions within the Federal republic (internal politics, for ex. internal security, health care policy, labour market policy, family policy) or with relations of Germany to one or several other countries or international organisations (foreign affairs, for ex. visits of German federal politicians in abroad, international agreements, summits, deployments of the German armed forces abroad).

As German federal politics are therefore not considered the national politics of other countries (excepted foreign affairs with reference to Germany), the relations between other countries without reference to Germany and the politics of international organisations without reference to Germany whereas the reference to Germany could be given by the thematization of German federal political actors.

News stories referring to politics on subnational levels (state politics, local politics) were integrated into the sample if they had a clearly noticeable reference to federal politics. Exception: News stories about results and/ or consequences (particularly formation of government) of the state elections in Saarland, Thuringia and Brandenburg or the local elections in the whole state of North Rhine-Westphalia on 30 August 2009 are always considered to belong to German federal politics as well as news stories about dissolutions of government or scandals in state or local politics that are also regarded principally as German federal politics.

News stories without noticeable reference to German federal politics were not taken into account in the analysis as for ex. the reporting in the run-up to the state elections in in Saarland, Thuringia and Brandenburg or the local elections in the whole state of North Rhine-Westphalia on 30 August 2009 as well as to the state election in Schleswig-Holstein and Brandenburg on 27 September 2009 which are only integrated into the sample if they had an explicit federal reference.

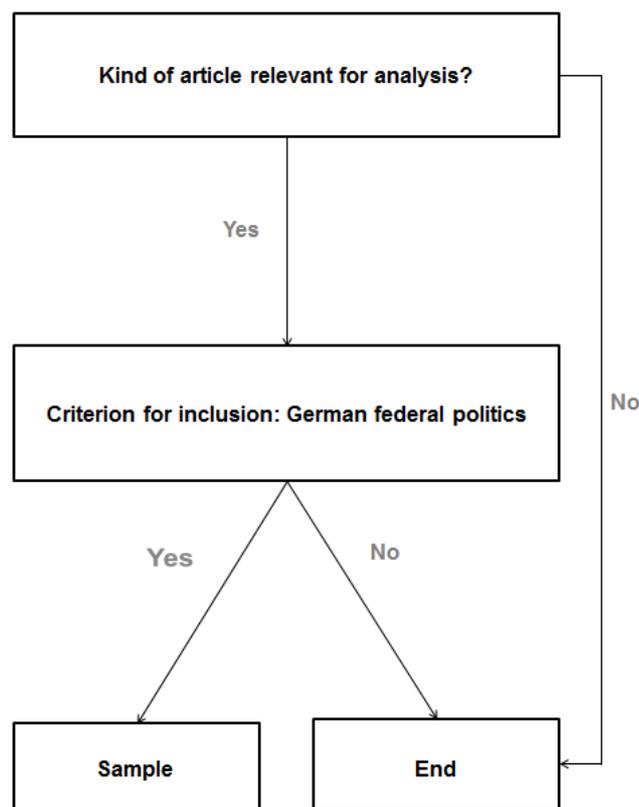
News stories that were not strictly speaking political were also only integrated into the sample if a German federal political actor appeared (*codes 1000-1400 on list 2: key plan actors*) so that their relevance with regard to the criterion of inclusion did not result from their topic but from their actors. (Example: A news story

about the Bayreuth Festival was basically unpolitical; but the preselection revealed that Angela Merkel did attend this festival so that the news story was included into the sample even when it referred strictly speaking not to politics.)

Moreover the following special rules prevailed in order to determine the inclusion into the sample:

- Presence of the German armed forces → inclusion per se into the sample
- Presence of public administration, service facility of the Federal Government, of the federal prosecutor, of the federal Labour Office, of the Office for the Protection of the Constitution etc. → No inclusion into the sample, only if a reference to German federal politics (including German federal political actors) could be justified by other elements of the respective article
- Presence of terrorists (even in the past) including trials and investigations against terrorists → No inclusion into the sample, only if a reference to German federal politics (including German federal political actors) could be justified by other elements of the respective article
- (International) Statistics with regard to "Germany" as a whole (for ex. OECD education report) → No inclusion into the sample, only if a reference to German federal politics (including German federal political actors) could be justified by other elements of the respective article
- Discussion about the nuclear plant Krümmel → inclusion per se into the sample
- Demonstrations on political issues and decisions → inclusion per se into the sample

The following graphic illustrates the selection process:



From the sampling process described above resulted therefore a data set covering all news stories (and relevant announced news stories where appropriate) about German federal politics (including all German federal political actors) appearing between 29 June and 26 September 2009 on the front pages (and opinion pages where applicable) as well as their continuations within other editorial departments in the newspapers FR, SZ, FAZ, Welt, TAZ and Bild.

1.3 Case definition: Recording units

The analysis is carried out on the basis of press articles.

1.4 Number of cases of the study

Number of news paper editions	458
Number of articles relevant to the analysis (related to German Federal politics)	2.323

1.5 Execution of the coding

The preselection and the coding of the formal variables on the level of the newspaper edition were executed by one coder (coder 9). The coding of the variables of form and content on the level of the news stories were executed by eight other coders (coder 1-8). The news stories chosen within the preselection were distributed randomly the eight coders of this level.

2 The reliability of the coding

2.1 Elucidations of the reliability tests

After reaching good intercoder reliability values in two pre-tests the training was finished. After the beginning of the coding reliability tests were carried out in three stages in order to control the coding permanently and to document it methodically: at the beginning of the coding, in the middle of the coding process and at the end of the coding phase.

The material that has to be coded in all three tests was selected half randomly half systematically. The systematic selection of half of the reliability material was necessary to ensure that there was a sufficient basis for comparison even for seldom variables in order to evaluate the test values. Overall about ten percent of the material under examination have been coded in the five single tests and the pretests. The three current tests are shown in the following tables: in test 1 42 articles have been coded, in test 2 46 news stories have been included and test 3 was based on 48 examination units.

The results of the single tests formed the basis for calculating the overall test. The following tables show the results of the reliability tests, first the overall values and then the values from the single test stages. In order to present the reliability of the coding in a differentiated way, specific variables were completed by the values of a simplified recoding.

For the tests made on the coding of the recording units five coefficients were indicated respectively. On the one hand Krippendorff's Alpha and the Holsti index.¹ On the other hand there are three coefficients resulting from a linear comparison of the coding which are determined by the maximum number of same coding per recording unit and variables. The value of *complete* agreement indicates the percentage of recording units which were coded identically by all coders participating in the test. The value of *majoritarian agreement* indicates the percentage of recording units which were coded identically by the majority of all coders. The *average agreement* follows another approach: while for the complete and majoritarian agreement the number of recording units serves as percentage basis, the average congruence is based on the number of coders so that the value indicates how much percent of coders have on the average taken the same decision.

In order to interpret the values the number of cases in which the variable had to be coded is indicated for each variable and test. Krippendorff's Alpha leads to small coefficients because of the algorithm when the variables have a low variance. This is particularly the case with variables which show only rarely a value above zero and are therefore coded in the majority of the cases with zero. For this reason it is indicated in the column "Coding" how often a value was coded non-zero.

¹ For the characteristics of these coefficients cf. a.o. Krippendorff, Klaus (2004): Reliability in Content Analysis. Some Common Misconceptions and Recommendations. In: Human Communication Research, Vol. 30, No. 3, S. 411-433 und Lombard, Matthew/ Jennifer Snyder-Duch/ Cheryl Campanella Bracken (2004): A Call for Standardization in Content Analysis Reliability. In: Human Communication Research, Vol. 30, No. 3, pp. 434-437.

2.2 Results of the reliability tests – Overall values

Coding of formal data at level of news stories

- 1 Number of coding non-zero / Overall number of coding (8 coders).
- 2 Krippendorff's Alpha.
- 3 Complete Agreement: Percentage of recording units coded identically by all the coders participating in the test.
- 4 Majoritarian Agreement: Percentage of recording units coded identically by the majority of coders participating in the test.
- 5 Average Agreement: Percentage of coders having coded the respective recording unit identically.

VAR*	Name	Cases	Cod. ¹	α^2	Holsti	CA ³	MA	AA ⁵
B05	Journalistic stylistic form	136	1088/1088	.77	.88	67.6	98.5	93.2
B07	Presentation: Pictures	136	309/1088	.96	.96	90.4	100.0	98.1

Coding of the thematization analyses and coder rating at level of article

VAR	Name	Cases	Cod. ¹	α^2	Holsti	CA ³	MA ⁴	AA ⁵
B09	German Federal politics as main or secondary topic (or German Federal political actors as main or secondary role)?	136	1088/1088	.72	.93	84.5	97.1	95.3
B10	Main topic of the article: politics, polity, policy issue?	136	1088/1088	.85	.92	75.7	100.0	94.9
B11	Reference to politics issues?	131	627/1048	.81	.89	93.0	97.7	93.0
B12	If yes: Politics issue	108	544/864	.81	.84	66.7	90.7	89.4
	<i>Recoding: truncated (2 decimal digits)</i>	108	544/864	.89	.92	80.6	98.1	95.1
B13	Reference to polity issues?	131	138/1048	.73	.93	81.7	100.0	96.3
B14	If yes: polity issue	112	96/896	.86	.97	93.8	100.0	98.5
	<i>Recoding: truncated (2 decimal digits)</i>	112	96/896	.93	.99	96.4	100.0	99.3
B15	Reference to policy issues?	131	708/1048	.76	.85	64.1	95.4	90.4
B16	If yes: policy issue	95	504/760	.83	.85	63.2	94.7	91.2
	<i>Recoding: truncated (2 decimal digits)</i>	95	504/760	.90	.92	76.8	97.9	95.0
B17a	Welfare-state services	131	79/1048	.78	.97	93.1	98.5	97.9
B17b	Fiscal policy	131	161/1048	.75	.93	84.7	97.7	95.6

* Here are only shown values of those variables that are coded by more than one coder. The intra-coder reliabilities of the formal variables that are coded by coder 9 within the preselection do not appear here. The values exceeded however always .96 (Krippendorff's Alpha). For the majority of variables a perfect agreement of 1.0 could be reached.

B17c	Accelerating the phasing-out of nuclear energy	131	29/1048	.77	.99	96.2	100.0	99.3
B17d	Maintaining the actual phasing-out plan	131	19/1048	.63	.99	96.2	99.2	99.1
B17e	Decelerating the phasing-out of nuclear energy	131	30/1048	.86	.99	96.9	100.0	99.6
B17f	Revoking the phasing-out of nuclear energy	131	26/1048	.74	.99	96.9	100.0	99.2
B18a	Does the article refer to the federal election 2009?	136	570/1088	.86	.93	78.7	99.3	95.8
B18b	Explicit reference to the TV debate	136	70/1088	.85	.98	94.9	100.0	98.9
B18c	Explicit reference to survey results of the federal election 2009	136	124/1088	.82	.96	88.2	100.0	98.0
B18d	Central event as cause of reporting	136	210/1088	.71	.90	76.5	94.9	93.6
B19a	Angela Merkel: Chancellor	136	329/1088	.88	.94	82.4	98.5	96.6
	<i>Recoding: without differentiation concerning the order</i>	136	329/1088	.91	.96	86.8	99.3	97.5
	<i>Recoding: without differentiation sound bite/thematization</i>	136	329/1088	.90	.95	85.3	99.2	97.4
B19b	Angela Merkel: Other roles	136	309/1088	.83	.92	80.1	98.5	95.2
	<i>Recoding: without differentiation concerning the order</i>	136	309/1088	.85	.94	83.1	99.3	96.1
	<i>Recoding: without differentiation sound bite/thematization</i>	136	309/1088	.86	.94	82.4	100.0	96.1
a/b	<i>Recoding: without differentiation of the role</i>	136	419/1088	.90	.94	83.1	100.0	96.9
B19c	Other politicians or boards CDU: Institutional (roles)	136	233/1088	.72	.90	75.7	94.9	93.7
	<i>Recoding: without differentiation concerning the order</i>	136	233/1088	.76	.92	78.7	95.6	94.7
	<i>Recoding: without differentiation sound bite/thematization</i>	136	233/1088	.73	.91	75.7	96.3	94.2
B19d	Other politicians or boards CDU, CDU in general: Other (roles)	136	401/1088	.72	.85	67.6	91.9	89.9

	<i>Recoding: without differentiation concerning the order</i>	136	401/1088	.74	.87	68.4	93.4	91.2
	<i>Recoding: without differentiation sound bite/thematization</i>	136	401/1088	.78	.89	74.3	94.9	92.7
c/d	<i>Recoding: without differentiation of the role</i>	136	481/1088	.80	.88	69.9	97.1	92.4
B19e	Karl-Theodor zu Guttenberg: Federal Minister of Economics and Technology	136	79/1088	.95	.99	97.8	100.0	99.6
	<i>Recoding: without differentiation concerning the order</i>	136	79/1088	.97	1.00	98.5	100.0	99.8
	<i>Recoding: without differentiation sound bite/thematization</i>	136	79/1088	.95	.99	97.8	100.0	99.6
B19f	Karl-Theodor zu Guttenberg: Other roles	136	52/1088	.78	.98	94.9	100.0	98.8
	<i>Recoding: without differentiation concerning the order</i>	136	52/1088	.79	.98	94.9	100.0	98.9
	<i>Recoding: without differentiation sound bite/thematization</i>	136	52/1088	.87	.99	96.3	100.0	99.4
e/f	<i>Recoding: without differentiation of the role</i>	136	86/1088	.93	.99	96.3	100.0	99.4
B19g	Other politicians or boards CSU: Institutional (roles)	136	57/1088	.71	.97	92.6	100.0	98.3
	<i>Recoding: without differentiation concerning the order</i>	136	57/1088	.77	.98	93.4	100.0	98.7
	<i>Recoding: without differentiation sound bite/thematization</i>	136	57/1088	.73	.97	92.6	100.0	98.4
B19h	Other politicians or boards CSU, CSU in general: Other (roles)	136	255/1088	.77	.91	77.2	100.0	94.7
	<i>Recoding: without differentiation concerning the order</i>	136	255/1088	.78	.92	77.9	100.0	99.9
	<i>Recoding: without differentiation sound bite/thematization</i>	136	255/1088	.80	.92	80.9	100.0	95.4
g/h	<i>Recoding: without differentiation of the role</i>	136	287/1088	.77	.90	75.0	100.0	94.1
B19i	CDU/CSU (or Union/ Union Parties) in general	136	348/1088	.87	.94	81.6	100.0	96.7

	<i>Recoding: without differentiation concerning the order</i>	136	348/1088	.91	.96	86.8	100.0	97.8
	<i>Recoding: without differentiation sound bite/thematization</i>	136	348/1088	.90	.95	84.6	100.0	97.3
B19j	Frank-Walter Steinmeier: Minister of Foreign Affairs	136	98/1088	.82	.97	91.2	100.0	98.3
	<i>Recoding: without differentiation concerning the order</i>	136	98/1088	.86	.98	92.6	100.0	98.7
	<i>Recoding: without differentiation sound bite/thematization</i>	136	98/1088	.83	.97	91.2	100.0	98.4
B19k	Frank-Walter Steinmeier: Other roles	136	196/1088	.89	.96	90.4	99.3	97.8
	<i>Recoding: without differentiation concerning the order</i>	136	196/1088	.91	.97	92.6	99.3	98.3
	<i>Recoding: without differentiation sound bite/thematization</i>	136	196/1088	.92	.97	92.6	100.0	98.4
j/k	<i>Recoding: without differentiation of the role</i>	136	234/1088	.92	.97	91.2	100.0	98.3
B19l	Other politicians or boards SPD: Institutional (roles)	136	231/1088	.70	.89	75.0	97.1	93.0
	<i>Recoding: without differentiation concerning the order</i>	136	231/1088	.73	.90	77.2	98.5	93.9
	<i>Recoding: without differentiation sound bite/thematization</i>	136	231/1088	.77	.92	80.1	97.8	94.9
B19m	Other politicians or boards SPD, SPD in general: Other (roles)	136	564/1088	.79	.86	65.4	97.1	91.5
	<i>Recoding: without differentiation concerning the order</i>	136	564/1088	.82	.89	73.5	97.8	93.4
	<i>Recoding: without differentiation sound bite/thematization</i>	136	564/1088	.82	.89	69.9	97.1	93.3
l/m	<i>Recoding: without differentiation of the role</i>	136	623/1088	.84	.88	68.4	97.8	93.1
B19n	Federal Government in general	136	208/1088	.74	.91	76.5	97.1	94.7

	<i>Recoding: without differentiation concerning the order</i>	136	208/1088	.77	.93	80.1	97.1	95.4
	<i>Recoding: without differentiation sound bite/thematization</i>	136	208/1088	.76	.92	77.9	97.8	95.2
B19o ²	Guido Westerwelle: Leader of parliamentary party group	136	0/1088	-	1.00	100.0	100.0	100.0
	<i>Recoding: without differentiation concerning the order</i>	136	0/1088	-	1.00	100.0	100.0	100.0
	<i>Recoding: without differentiation sound bite/thematization</i>	136	0/1088	-	1.00	100.0	100.0	100.0
B19p	Guido Westerwelle: Other roles	136	69/1088	.88	.99	95.6	100.0	99.2
	<i>Recoding: without differentiation concerning the order</i>	136	69/1088	.91	.99	96.3	100.0	99.4
	<i>Recoding: without differentiation sound bite/thematization</i>	136	69/1088	.93	.99	97.8	100.0	99.4
<i>o/p</i>	<i>Recoding: without differentiation of the role</i>	136	69/1088	.88	.99	95.6	100.0	99.2
B19q	Other politicians or boards FDP: Institutional (roles)	136	20/1088	.83	.99	98.5	100.0	99.6
	<i>Recoding: without differentiation concerning the order</i>	136	20/1088	.83	.99	98.5	100.0	99.6
	<i>Recoding: without differentiation sound bite/thematization</i>	136	20/1088	.83	.99	98.5	100.0	99.6
B19r	Other politicians or boards FDP, FDP in general: Other (roles)	136	356/1088	.87	.94	85.3	99.3	96.0
	<i>Recoding: without differentiation concerning the order</i>	136	356/1088	.88	.96	86.8	99.3	96.5
	<i>Recoding: without differentiation sound bite/thematization</i>	136	356/1088	.89	.95	86.8	100.0	97.0
<i>q/r</i>	<i>Recoding: without differentiation of the role</i>	136	360/1088	.89	.95	86.8	100.0	96.9
B19s	Renate Künast: Leader of parliamentary party group	136	30/1088	.83	.99	97.8	100.0	99.4

² The variable B19o could unfortunately not be tested as Guido Westerwelle appeared only seldom in the examination material in his role of leader of the parliamentary party group. The actual coding of the recording units revealed that B19o only appeared four times in the whole material (N=4).

	<i>Recoding: without differentiation concerning the order</i>	136	30/1088	.87	.99	97.8	100.0	99.6
	<i>Recoding: without differentiation sound bite/thematization</i>	136	30/1088	.88	.99	98.5	100.0	99.6
B19t	Renate Künast: Other roles	136	56/1088	.80	.98	94.9	100.0	98.9
	<i>Recoding: without differentiation concerning the order</i>	136	56/1088	.83	.98	95.6	100.0	99.5
	<i>Recoding: without differentiation sound bite/thematization</i>	136	56/1088	.85	.99	95.6	100.0	99.2
s/t	<i>Recoding: without differentiation of the role</i>	136	61/1088	.89	.99	96.3	100.0	99.4
B19u	Other politicians or boards Bündnis 90/ Die Grünen: Institutional (roles)	136	46/1088	.77	.98	96.3	99.3	98.8
	<i>Recoding: without differentiation concerning the order</i>	136	46/1088	.82	.99	97.1	99.3	99.0
	<i>Recoding: without differentiation of the role</i>	136	46/1088	.79	.98	96.3	99.3	98.8
B19v	Other politicians or boards Bündnis 90/ Die Grünen, Bündnis 90/ Die Grünen in general: Other (roles)	136	307/1088	.81	.92	80.1	97.1	95.1
	<i>Recoding: without differentiation concerning the order</i>	136	307/1088	.82	.92	80.1	97.8	95.3
	<i>Recoding: without differentiation sound bite/thematization</i>	136	307/1088	.86	.94	83.2	98.5	96.4
u/v	<i>Recoding: without differentiation of the role</i>	136	337/1088	.84	.92	80.1	98.5	95.5
B19w	Oskar Lafontaine: Leader of parliamentary party group	136	20/1088	.83	.99	98.5	100.0	99.6
	<i>Recoding: without differentiation concerning the order</i>	136	20/1088	.83	.99	98.5	100.0	99.6
	<i>Recoding: without differentiation sound bite/thematization</i>	136	20/1088	.86	.99	98.5	100.0	99.6
B19x	Oskar Lafontaine: Other roles	136	100/1088	.88	.98	93.4	99.3	98.8
	<i>Recoding: without differentiation concerning the order</i>	136	100/1088	.92	.99	94.9	100.0	99.3
	<i>Recoding: without differentiation sound bite/thematization</i>	136	100/1088	.89	.98	93.4	99.3	98.9
w/x	<i>Recoding: without differentiation of the role</i>	136	106/1088	.89	.98	93.4	99.3	98.8

B19y	Other politicians or boards Die Linke: Institutional (roles)	136	18/1088	.73	.99	97.8	100.0	99.4
	<i>Recoding: without differentiation concerning the order</i>	136	18/1088	.94	1.00	97.8	100.0	99.4
	<i>Recoding: without differentiation sound bite/thematization</i>	136	18/1088	.73	.99	97.8	100.0	99.4
B19z	Other politicians or boards Die Linke, Die Linke in general: Other (roles)	136	238/1088	.86	.95	87.5	98.5	97.0
	<i>Recoding: without differentiation concerning the order</i>	136	238/1088	.87	.95	88.2	98.5	97.1
	<i>Recoding: without differentiation sound bite/thematization</i>	136	238/1088	.89	.96	88.2	100.0	97.8
y/z	<i>Recoding: without differentiation of the role</i>	136	244/1088	.87	.95	86.8	99.3	97.2
B20a	Angela Merkel	136	363/1088	.90	.92	74.3	93.4	91.5
	<i>Recoding: three point scale</i>	136	363/1088	.91	.97	76.5	96.3	93.1
B20b	CDU	136	342/1088	.84	.89	66.9	89.0	88.6
	<i>Recoding: three point scale</i>	136	342/1088	.86	.95	66.9	93.4	90.3
B20c	Karl-Theodor zu Guttenberg	136	79/1088	.96	.98	94.9	99.3	98.7
	<i>Recoding: three point scale</i>	136	79/1088	.96	.98	94.9	100.0	98.8
B20d	CSU	136	297/1088	.86	.92	71.3	90.4	90.0
	<i>Recoding: three point scale</i>	136	297/1088	.88	.92	72.1	94.1	91.5
B20e	Frank-Walter Steinmeier	136	164/1088	.91	.95	88.2	97.1	96.5
	<i>Recoding: three point scale</i>	136	164/1088	.92	.95	89.0	97.8	96.9
B20f	SPD	136	292/1088	.73	.83	61.8	90.4	88.9
	<i>Recoding: three point scale</i>	136	292/1088	.77	.85	64.0	91.9	90.1
B20g	Guido Westerwelle	136	32/1088	1.00	1.00	98.5	100.0	99.6
	<i>Recoding: three point scale</i>	136	32/1088	1.00	1.00	98.5	100.0	99.7
B20h	FDP	136	161/1088	.86	.92	83.8	96.3	94.9
	<i>Recoding: three point scale</i>	136	161/1088	.87	.93	83.8	97.1	95.6
B20i	Renate Künast	136	36/1088	.90	.99	97.8	100.0	99.2

	<i>Recoding: three point scale</i>	136	36/1088	.70	.97	97.8	100.0	99.2
B20j	Bündnis 90/Die Grünen	136	105/1088	.75	.94	86.8	97.8	96.0
	<i>Recoding: three point scale</i>	136	105/1088	.76	.94	87.5	98.5	96.6
B20k	Oskar Lafontaine	136	37/1088	.81	.97	95.6	97.8	98.1
	<i>Recoding: three point scale</i>	136	37/1088	.81	.98	95.6	97.8	98.3
B20l	Die Linke	136	67/1088	.76	.95	89.7	98.5	97.2
	<i>Recoding: three point scale</i>	136	67/1088	.77	.96	89.7	100.0	97.5
B20m	Black-yellow coalition (CDU/CSU and FDP)	136	43/1088	.76	.97	93.4	100.0	98.3
	<i>Recoding: three point scale</i>	136	43/1088	.81	.98	93.4	100.0	98.4
B20n	Grand coalition (CDU/CSU and SPD), Bundesregierung	136	157/1088	.78	.92	82.4	97.8	95.1
	<i>Recoding: three point scale</i>	136	157/1088	.77	.92	82.4	98.5	95.3
B20o	Red-green coalition (SPD and Bündnis 90/Die Grünen)	136	6/1088	.71	1.00	99.3	100.0	99.7
	<i>Recoding: three point scale</i>	136	6/1088	.71	1.00	99.3	100.0	99.8

1 Number of coding non-zero / Overall number of coding (8 coders).

2 Krippendorff's Alpha.

3 Complete agreement: Percentage of recording units coded identically by all coders participating in the test.

4 Majoritarian agreement: Percentage of recording units coded identically by more than the majority of coders participating in the test.

5 Average agreement: Percentage of coders having coded the respective recording unit identically.

2.3 Results of reliability tests – Values from the single tests

Coding of formal data at level of articles

VAR	Name	Current test 1							Current test 2						Final test							
		n	Cod.	α	Holsti	CA	MA	AA	n	Cod.	α	Holsti	CA	MA	AA	n	Cod.	α	Holsti	CA	MA	AA
B05	Journalistic stylistic form	42	336/336	.73	.86	59.5	100.0	92.3	46	368/368	.75	.88	69.6	97.8	92.7	48	384/384	.83	.91	72.9	97.9	94.5
B07	Presentation: pictures	42	97/336	.93	.97	90.5	100.0	98.5	46	77/368	.95	.97	93.5	100.0	98.4	48	135/384	.98	.99	87.5	100.0	97.4

Coding of the thematization analysis and the coder rating at level of articles

VAR	Name	Current test 1							Current test 2						Final test							
		n	Cod.	α	Holsti	CA	MA	AA	n	Cod.	α	Holsti	CA	MA	AA	n	Cod.	α	Holsti	CA	MA	AA
B09	German Federal politics as main or secondary topic (or German Federal political actors in main or secondary roles)?	42	336/336	.70	.94	88.1	97.6	95.5	46	368/368	.69	.92	78.3	95.7	94.6	48	384/384	.76	.94	87.5	97.9	95.8
B10	Main subject of the article: Politics, polity, policy issue?	42	335/336	.83	.91	73.8	100.0	94.6	46	367/368	.89	.94	82.6	100.0	96.5	48	381/384	.80	.90	70.8	100.0	93.8
B11	Reference to politics issues?	41	213/328	.81	.88	70.7	97.6	93.3	45	184/360	.85	.91	75.6	100.0	94.7	45	230/360	.77	.86	66.7	95.6	91.1

VAR	Name	Current test 1							Current test 2							Final test						
		n	Cod.	α	Holsti	CA	MA	AA	n	Cod.	α	Holsti	CA	MA	AA	n	Cod.	α	Holsti	CA	MA	AA
B12	If yes: politics issue	33	184/264	.79	.82	69.7	87.9	87.9	40	168/320	.82	.86	67.5	92.5	90.9	35	192/280	.80	.83	62.9	91.4	88.9
	<i>Recoding: truncated (2 decimal digits)</i>	33	184/264	.85	.90	78.8	97.0	93.6	40	168/320	.93	.96	87.5	100.0	97.5	35	192/280	.87	.91	74.3	97.1	93.9
B13	Reference to polity issues?	41	30/328	.70	.95	85.4	100.0	97.0	45	44/360	.70	.93	82.2	100.0	96.4	45	64/360	.74	.92	77.8	100.0	95.6
B14	If yes: polity issue	37	24/296	.88	.98	95.0	100.0	99.0	38	24/304	.84	.98	94.7	100.0	98.7	37	48/296	.89	.97	91.9	100.0	98.0
	<i>Recoding: truncated (2 decimal digits)</i>	37	24/296	.96	.99	97.3	100.0	99.7	38	24/304	.87	.98	94.7	100.0	99.0	37	48/396	.96	.99	97.3	100.0	99.3
B15	Reference to policy issues?	41	178/328	.81	.86	73.2	95.1	92.7	45	258/360	.80	.88	71.1	97.8	92.5	45	272/360	.66	.78	48.9	93.3	86.1
B16	If yes: policy issue	34	136/272	.91	.91	76.5	94.1	94.1	34	200/272	.82	.84	55.9	97.1	90.8	27	168/216	.79	.81	55.6	92.6	88.0
	<i>Recoding: truncated (2 decimal digits)</i>	34	136/272	.92	.93	82.4	94.1	94.9	34	200/272	.89	.91	73.5	100.0	95.2	27	168/216	.90	.91	74.1	100.0	94.9
B17a	Welfare-state services	41	15/328	.70	.97	95.1	97.7	97.9	45	35/360	.87	.98	93.3	100.0	98.6	45	29/360	.71	.96	91.1	97.8	97.2
B17b	Fiscal policy	41	37/328	.80	.96	90.2	100.0	97.6	45	30/360	.73	.96	88.9	100.0	97.5	45	94/360	.72	.88	75.6	93.9	91.9
B17c	Accelerating of phasing-out of nuclear energy	41	0/328	-	1.00	100.0	100.0	100.0	45	13/360	.78	.98	95.6	100.0	99.2	45	16/360	.76	.98	93.3	100.0	98.9
B17d	Maintaining the actual phasing-out plan	41	0/328	-	1.00	100.0	100.0	100.0	45	11/360	.69	.98	95.6	97.8	98.6	45	8/360	.53	.98	93.3	100.0	98.9
B17e	Decelerating the phasing-out of nuclear energy	41	0/328	-	1.00	100.0	100.0	100.0	45	14/360	.85	.99	95.6	100.0	99.4	45	16/360	.87	.99	95.6	100.0	99.4

VAR	Name	Current test 1							Current test 2						Final test							
		n	Cod.	α	Holsti	CA	MA	AA	n	Cod.	α	Holsti	CA	MA	AA	n	Cod.	α	Holsti	CA	MA	AA
B17f	Revoking the phasing-out of nuclear energy	41	9/328	.69	.98	95.1	100.0	99.1	45	6/360	.71	.99	97.8	100.0	99.4	45	11/360	.80	.99	97.8	100.0	99.2
B18a	Does the article refer to the federal election 2009?	42	193/336	.86	.93	78.6	100.0	96.1	46	151/368	.89	.95	84.8	100.0	97.0	48	226/384	.81	.91	72.9	97.9	94.3
B18b	Explicit reference to the TV debate	42	9/336	.89	.93	97.6	100.0	99.7	46	33/368	.82	.97	93.5	100.0	98.1	48	28/384	.86	.98	93.8	100.0	99.0
B18c	Explicit reference to survey result of the federal election 2009	42	63/336	.91	.97	90.5	100.0	98.5	46	28/368	.70	.96	84.8	100.0	97.8	48	33/384	.75	.96	89.6	100.0	97.7
B18d	Central event as cause of reporting	42	76/336	.71	.89	71.4	95.2	92.9	46	57/368	.71	.92	82.6	100.0	94.3	48	77/384	.72	.90	75.0	95.8	93.5
B19a	Angela Merkel: Chancellor	42	95/336	.93	.97	88.1	100.0	98.5	46	114/368	.83	.92	78.3	97.8	95.4	48	120/384	.87	.94	81.3	97.9	96.1
	<i>Recoding: without differentiation concerning the order</i>	42	95/336	.97	.99	95.2	100.0	99.4	46	114/368	.88	.94	82.6	100.0	96.7	48	120/384	.88	.94	83.3	97.9	96.6
	<i>Recoding: without differentiation sound bite/thematization</i>	42	95/336	.95	.98	90.5	100.0	98.8	46	114/368	.86	.93	80.4	100.0	96.2	48	120/384	.91	.96	85.4	97.9	97.4
B19b	Angela Merkel: Other roles	42	90/336	.83	.93	81.0	100.0	95.8	46	90/368	.78	.91	80.4	95.7	94.3	48	129/384	.85	.92	79.2	100.0	95.6
	<i>Recoding: without differentiation concerning the order</i>	42	90/336	.85	.94	83.3	100.0	96.4	46	90/368	.82	.93	82.6	97.8	95.4	48	129/384	.88	.94	83.3	100.0	96.6
	<i>Recoding: without differentiation sound bite/thematization</i>	42	90/336	.89	.95	83.3	100.0	97.3	46	90/368	.81	.92	82.6	95.7	94.8	48	129/384	.87	.94	81.3	100.0	96.4
a/b	<i>Recoding: without differentiation of the role</i>	42	118/336	.93	.96	88.1	100.0	97.9	46	138/368	.86	.92	78.3	100.0	95.7	48	163/384	.91	.95	83.3	100.0	97.1

VAR	Name	Current test 1						Current test 2						Final test								
		n	Cod.	α	Holsti	CA	MA	AA	n	Cod.	α	Holsti	CA	MA	AA	n	Cod.	α	Holsti	CA	MA	AA
B19c	Other politicians or boards CDU: Institutional (roles)	42	48/336	.69	.92	85.7	95.2	94.9	46	103/368	.72	.88	69.6	93.5	92.9	48	82/384	.71	.89	72.9	95.8	93.2
	<i>Recoding: without differentiation concerning the order</i>	42	48/336	.70	.92	85.7	95.2	94.9	46	103/368	.77	.91	71.7	93.5	94.0	48	82/384	.78	.92	79.2	97.9	95.1
	<i>Recoding: without differentiation sound bite/thematization</i>	42	48/336	.72	.93	85.7	97.6	95.5	46	103/368	.75	.89	69.6	95.7	93.5	48	82/384	.71	.90	72.9	95.8	93.5
B19d	Other politicians or boards CDU, CDU in general: Other (roles)	42	131/336	.72	.85	71.4	85.7	89.0	46	127/368	.72	.85	63.0	95.7	90.5	48	143/384	.73	.85	68.8	93.8	90.1
	<i>Recoding: without differentiation concerning the order</i>	42	131/336	.75	.87	71.4	88.1	90.8	46	127/368	.74	.87	65.2	95.7	91.8	48	143/384	.74	.87	68.8	95.8	90.9
	<i>Recoding: without differentiation sound bite/thematization</i>	42	131/336	.81	.90	81.0	90.5	93.2	46	127/368	.76	.88	69.6	95.7	92.1	48	143/384	.78	.89	72.9	97.9	93.0
c/d	<i>Recoding: without differentiation of the role</i>	42	138/336	.81	.89	73.8	95.2	92.9	46	173/368	.84	.89	69.6	100.0	94.0	48	170/384	.76	.85	66.7	95.8	90.4
B19e	Karl-Theodor zu Guttenberg: Federal Minister of Economics and Technology	42	31/336	.90	.98	95.2	100.0	99.1	46	8/368	.87	.99	97.8	100.0	99.7	48	40/384	1.00	1.00	100.0	100.0	100.0
	<i>Recoding: without differentiation concerning the order</i>	42	31/336	.93	.99	95.2	100.0	99.4	46	8/368	1.00	1.00	100.0	100.0	100.0	48	40/384	1.00	1.00	100.0	100.0	100.0
	<i>Recoding: without differentiation sound bite/thematization</i>	42	31/336	.90	.98	95.2	100.0	99.1	46	8/368	.87	.99	97.8	100.0	99.7	48	40/384	1.00	1.00	100.0	100.0	100.0

VAR	Name	Current test 1						Current test 2						Final test								
		n	Cod.	α	Holsti	CA	MA	AA	n	Cod.	α	Holsti	CA	MA	AA	n	Cod.	α	Holsti	CA	MA	AA
B19f	Karl-Theodor zu Guttenberg: Other roles	42	30/336	.77	.96	92.9	100.0	97.6	46	0/368	- 1.00	100.0	100.0	100.0	48	22/384	.78	.98	91.7	100.0	98.7	
	<i>Recoding: without differentiation concerning the order</i>	42	30/336	.79	.97	92.9	100.0	97.9	46	0/368	- 1.00	100.0	100.0	100.0	48	22/384	.78	.98	91.7	100.0	98.7	
	<i>Recoding: without differentiation sound bite/thematization</i>	42	30/336	.90	.98	95.2	100.0	99.1	46	0/368	- 1.00	100.0	100.0	100.0	48	22/384	.82	.98	93.8	100.0	99.0	
e/f	<i>Recoding: without differentiation of the role</i>	42	31/336	.90	.98	95.2	100.0	99.1	46	8/368	.87	.99	97.8	100.0	99.7	48	47/384	.95	.99	95.8	100.0	99.4
B19g	Other politicians or boards CSU: Institutional (roles)	42	17/336	.78	.98	95.2	100.0	98.8	46	14/368	.67	.98	93.5	100.0	98.6	48	26/384	.69	.96	89.6	100.0	97.7
	<i>Recoding: without differentiation concerning the order</i>	42	17/336	.78	.98	95.2	100.0	98.8	46	14/368	.73	.98	93.5	100.0	98.9	48	26/384	.78	.97	91.7	100.0	98.7
	<i>Recoding: without differentiation sound bite/thematization</i>	42	17/336	.83	.98	95.2	100.0	99.1	46	14/368	.67	.98	93.5	100.0	98.6	48	26/384	.69	.96	89.6	100.0	97.7
B19h	Other politicians or boards CSU, CSU in general: Other (roles)	42	103/336	.77	.87	69.0	100.0	93.5	46	60/368	.78	.94	87.0	100.0	95.9	48	91/384	.76	.91	75.0	100.0	94.5
	<i>Recoding: without differentiation concerning the order</i>	42	103/336	.78	.90	71.4	100.0	94.0	46	60/368	.78	.94	87.0	100.0	95.9	48	91/384	.76	.91	75.0	100.0	94.8
	<i>Recoding: without differentiation sound bite/thematization</i>	42	103/336	.81	.91	76.2	100.0	94.9	46	60/368	.78	.94	87.0	100.0	95.9	48	91/384	.79	.92	79.2	100.0	95.3

VAR	Name	Current test 1							Current test 2							Final test						
		n	Cod.	α	Holsti	CA	MA	AA	n	Cod.	α	Holsti	CA	MA	AA	n	Cod.	α	Holsti	CA	MA	AA
g/h	<i>Recoding: without differentiation of the role</i>	42	109/336	.79	.89	71.4	100.0	93.8	46	68/368	.75	.92	82.6	100.0	95.1	48	110/384	.75	.89	70.8	100.0	93.5
B19i	CDU/CSU (or Union/Union parties) in general	42	84/336	.86	.95	85.7	100.0	97.3	46	116/368	.87	.94	80.4	100.0	97.0	48	148/384	.86	.93	79.2	100.0	95.8
	<i>Recoding: without differentiation concerning the order</i>	42	84/336	.95	.97	90.5	100.0	98.5	46	116/368	.92	.96	87.0	100.0	98.1	48	148/384	.89	.94	83.3	100.0	96.9
	<i>Recoding: without differentiation sound bite/thematization</i>	42	84/336	.90	.96	88.1	100.0	97.6	46	116/368	.89	.95	82.6	100.0	97.3	48	148/384	.89	.94	83.3	100.0	97.1
B19j	Frank-Walter Steinmeier: Minister of Foreign Affairs	42	20/336	.78	.98	92.9	100.0	98.5	46	32/368	.87	.98	93.5	100.0	98.9	48	46/384	.80	.96	87.5	100.0	97.7
	<i>Recoding: without differentiation concerning the order</i>	42	20/336	.84	.98	95.2	100.0	98.8	46	32/368	.87	.98	93.5	100.0	98.9	48	46/384	.86	.97	89.6	100.0	98.4
	<i>Recoding: without differentiation sound bite/thematization</i>	42	20/336	.78	.98	92.9	100.0	98.5	46	32/368	.87	.98	93.5	100.0	98.9	48	46/384	.82	.96	87.5	100.0	97.9
B19k	Frank-Walter Steinmeier: Other roles	42	64/336	.89	.96	88.1	97.6	97.6	46	58/368	.85	.96	89.1	100.0	97.6	48	74/384	.91	.97	93.8	100.0	98.2
	<i>Recoding: without differentiation concerning the order</i>	42	64/336	.90	.97	90.5	97.6	97.9	46	58/368	.87	.97	91.3	100.0	97.8	48	74/384	.95	.98	95.8	100.0	99.0
	<i>Recoding: without differentiation sound bite/thematization</i>	42	64/336	.95	.98	92.9	100.0	99.1	46	58/368	.85	.96	89.1	100.0	97.6	48	74/384	.94	.98	95.8	100.0	98.7

VAR	Name	Current test 1							Current test 2						Final test							
		n	Cod.	α	Holsti	CA	MA	AA	n	Cod.	α	Holsti	CA	MA	AA	n	Cod.	α	Holsti	CA	MA	AA
<i>j/k</i>	<i>Recoding: without differentiation of the role</i>	42	64/336	.95	.98	92.9	100.0	99.1	46	76/368	.89	.96	91.3	100.0	97.6	48	94/384	.92	.97	89.6	100.0	98.2
B19l	Other politicians or boards SPD: Institutional (roles)	42	45/336	.70	.93	81.0	95.2	95.2	46	73/368	.67	.89	76.1	97.8	92.4	48	113/384	.72	.87	68.8	97.9	91.7
	<i>Recoding: without differentiation concerning the order</i>	42	45/336	.73	.94	83.3	97.6	95.8	46	73/368	.72	.91	80.4	97.8	94.0	48	113/384	.72	.87	68.8	100.0	92.2
	<i>Recoding: without differentiation sound bite/thematization</i>	42	45/336	.77	.95	83.3	97.6	96.7	46	73/368	.73	.91	80.4	97.8	94.3	48	113/384	.79	.90	77.1	97.9	94.0
B19m	Other politicians or boards SPD, SPD in general: Other (roles)	42	176/336	.77	.85	64.3	97.6	90.8	46	170/368	.78	.86	67.4	95.7	91.3	48	218/384	.80	.87	64.6	97.9	92.2
	<i>Recoding: without differentiation concerning the order</i>	42	176/336	.79	.87	69.0	97.6	92.3	46	170/368	.83	.90	76.1	97.8	93.8	48	218/384	.84	.91	75.0	97.9	94.0
	<i>Recoding: without differentiation sound bite/thematization</i>	42	176/336	.82	.89	69.0	97.6	93.2	46	170/368	.80	.88	69.6	95.7	92.4	48	218/384	.84	.90	70.8	97.9	94.3
<i>l/m</i>	<i>Recoding: without differentiation of the role</i>	42	195/336	.78	.84	59.5	97.6	90.8	46	189/368	.85	.90	73.9	95.7	93.8	48	239/384	.87	.91	70.8	100.0	94.5
B19n	Federal government in general	42	60/336	.72	.91	78.6	97.6	94.6	46	82/368	.78	.92	76.1	97.8	95.1	48	66/384	.70	.91	75.0	95.8	94.3
	<i>Recoding: without differentiation concerning the order</i>	42	60/336	.71	.91	78.6	97.6	94.6	46	82/368	.87	.96	87.0	97.8	97.3	48	66/384	.70	.91	75.0	95.8	94.3

VAR	Name	Current test 1							Current test 2							Final test						
		n	Cod.	α	Holsti	CA	MA	AA	n	Cod.	α	Holsti	CA	MA	AA	n	Cod.	α	Holsti	CA	MA	AA
	<i>Recoding: without differentiation sound bite/thematization</i>	42	60/336	.76	.93	81.0	97.6	95.2	46	82/368	.78	.92	76.1	97.8	95.1	48	66/384	.74	.92	77.1	97.9	95.3
B19o	Guido Westerwelle: Leader of the parliamentary party group	42	0/336	-	1.00	100.0	100.0	100.0	46	0/368	-	1.00	100.0	100.0	100.0	48	0/384	-	1.00	100.0	100.0	100.0
	<i>Recoding: without differentiation concerning the order</i>	42	0/336	-	1.00	100.0	100.0	100.0	46	0/368	-	1.00	100.0	100.0	100.0	48	0/384	-	1.00	100.0	100.0	100.0
	<i>Recoding: without differentiation sound bite/thematization</i>	42	0/336	-	1.00	100.0	100.0	100.0	46	0/368	-	1.00	100.0	100.0	100.0	48	0/384	-	1.00	100.0	100.0	100.0
B19p	Guido Westerwelle: Other roles	42	14/336	.87	.99	97.6	100.0	99.4	46	24/368	.82	.98	93.5	100.0	98.6	48	31/384	.93	.99	95.8	100.0	99.5
	<i>Recoding: without differentiation concerning the order</i>	42	14/336	.87	.99	97.6	100.0	99.4	46	24/368	.91	.99	95.7	100.0	99.5	48	31/384	.93	.99	95.8	100.0	99.5
	<i>Recoding: without differentiation sound bite/thematization</i>	42	14/336	.87	.99	97.6	100.0	99.4	46	24/368	.91	.99	97.8	100.0	99.2	48	31/384	.97	.99	97.9	100.0	99.7
<i>o/p</i>	<i>Recoding: without differentiation of the role</i>	42	14/336	.87	.99	97.6	100.0	99.4	46	24/368	.82	.98	93.5	100.0	98.6	48	31/384	.93	.99	95.8	100.0	99.5
B19q	Other politicians or boards FDP: Institutional(roles)	42	20/336	.82	.98	95.2	100.0	98.8	46	0/368	-	1.00	100.0	100.0	100.0	48	0/384	-	1.00	100.0	100.0	100.0
	<i>Recoding: without differentiation concerning the order</i>	42	20/336	.82	.98	95.2	100.0	98.8	46	0/368	-	1.00	100.0	100.0	100.0	48	0/384	-	1.00	100.0	100.0	100.0

VAR	Name	Current test 1							Current test 2						Final test							
		n	Cod.	α	Holsti	CA	MA	AA	n	Cod.	α	Holsti	CA	MA	AA	n	Cod.	α	Holsti	CA	MA	AA
	<i>Recoding: without differentiation sound bite/thematization</i>	42	20/336	.82	.98	95.2	100.0	98.8	46	0/368	-	1.00	100.0	100.0	100.0	48	0/384	-	1.00	100.0	100.0	100.0
B19r	Other politicians or boards FDP, FDP in general: Other (roles)	42	119/336	.84	.92	81.0	97.6	95.2	46	112/368	.88	.94	89.1	100.0	96.5	48	125/384	.88	.94	85.4	100.0	96.4
	<i>Recoding: without differentiation concerning the order</i>	42	119/336	.85	.93	83.3	97.6	95.5	46	112/368	.91	.96	91.3	100.0	97.6	48	125/384	.88	.94	85.4	100.0	96.4
	<i>Recoding: without differentiation sound bite/thematization</i>	42	119/336	.89	.95	83.3	100.0	97.0	46	112/368	.88	.95	89.1	100.0	96.7	48	125/384	.90	.95	87.5	100.0	97.1
q/r	<i>Recoding: without differentiation of the role</i>	42	123/336	.92	.96	85.7	100.0	97.9	46	112/368	.88	.94	89.1	100.0	96.5	48	125/384	.88	.94	85.4	100.0	96.4
B19s	Renate Künast: Leader of parliamentary party group	42	14/336	.80	.98	95.2	100.0	99.1	46	0/368	-	1.00	1.00	100.0	100.0	48	16/384	.84	.99	97.9	100.0	99.2
	<i>Recoding: without differentiation concerning the order</i>	42	14/336	.80	.98	95.2	100.0	99.1	46	0/368	-	1.00	1.00	100.0	100.0	48	16/384	.94	.99	97.9	100.0	99.7
	<i>Recoding: without differentiation sound bite/thematization</i>	42	14/336	.87	.99	97.6	100.0	99.4	46	0/368	-	1.00	1.00	100.0	100.0	48	16/384	.89	.99	97.9	100.0	99.5
B19t	Renate Künast: Other roles	42	19/336	.71	.97	92.9	100.0	98.2	46	8/368	1.00	1.00	1.00	100.0	100.0	48	29/384	.80	.97	91.7	100.	98.4
	<i>Recoding: without differentiation concerning the order</i>	42	19/336	.76	.97	92.9	100.0	98.5	46	8/368	1.00	1.00	1.00	100.0	100.0	48	29/384	.84	.98	93.8	100.0	98.7

VAR	Name	Current test 1						Current test 2						Final test								
		n	Cod.	α	Holsti	CA	MA	AA	n	Cod.	α	Holsti	CA	MA	AA	n	Cod.	α	Holsti	CA	MA	AA
	<i>Recoding: without differentiation sound bite/thematization</i>	42	19/336	.83	.98	95.2	100.0	98.8	46	8/368	1.00	1.00	1.00	100.0	100.0	48	29/384	.83	.98	91.7	100.0	98.7
s/t	<i>Recoding: without differentiation of the role</i>	42	24/336	.92	.99	97.6	100.0	99.4	46	8/368	1.00	1.00	1.00	100.0	100.0	48	29/384	.83	.98	91.7	100.0	98.7
B19u	Other politicians or boards Bündnis 90/ Die Grünen: Institutional (roles)	42	18/336	.82	.98	95.2	100.0	98.8	46	21/368	.75	.97	95.7	97.8	97.8	48	7/384	.73	.99	97.9	100.0	99.5
	<i>Recoding: without differentiation concerning the order</i>	42	18/336	.82	.98	95.2	100.0	98.8	46	21/368	.85	.98	97.8	97.8	98.6	48	7/384	.73	.99	97.9	100.0	99.5
	<i>Recoding: without differentiation sound bite/thematization</i>	42	18/336	.82	.98	95.2	100.0	98.8	46	21/368	.75	.97	95.7	97.8	97.8	48	7/384	.85	.99	97.9	100.0	99.7
B19v	Other politicians or boards Bündnis 90/ Die Grünen, Bündnis 90/ Die Grünen in general: Other (roles)	42	110/336	.79	.90	76.2	95.2	93.8	46	69/368	.81	.94	84.8	97.8	96.5	48	128/384	.82	.92	79.2	97.9	95.1
	<i>Recoding: without differentiation concerning the order</i>	42	110/336	.80	.91	76.2	95.2	94.3	46	69/368	.81	.94	84.8	97.8	96.5	48	128/384	.84	.92	79.2	100.0	95.6
	<i>Recoding: without differentiation sound bite/thematization</i>	42	110/336	.85	.93	78.6	95.2	95.2	46	69/368	.86	.96	87.0	100.0	97.6	48	128/384	.87	.94	85.4	100.0	96.4
u/v	<i>Recoding: without differentiation of the role</i>	42	123/336	.85	.92	78.6	100.0	95.5	46	81/368	.81	.93	82.6	97.8	95.7	48	133/384	.83	.92	79.2	97.9	95.3
B19w	Oskar Lafontaine: Leader of parliamentary party group	42	6/336	.71	.99	97.6	100.0	99.4	46	6/368	.71	.99	97.8	100.0	99.5	48	8/384	1.00	1.00	100.0	100.0	100.0

VAR	Name	Current test 1							Current test 2							Final test						
		n	Cod.	α	Holsti	CA	MA	AA	n	Cod.	α	Holsti	CA	MA	AA	n	Cod.	α	Holsti	CA	MA	AA
	<i>Recoding: without differentiation concerning the order</i>	42	6/336	.71	.99	97.6	100.0	99.4	46	6/368	.71	.99	97.8	100.0	99.5	48	8/384	1.00	1.00	100.0	100.0	100.0
	<i>Recoding: without differentiation sound bite/thematization</i>	42	6/336	.71	.99	97.6	100.0	99.4	46	6/368	.71	.99	97.8	100.0	99.5	48	8/384	1.00	1.00	100.0	100.0	100.0
B19x	Oskar Lafontaine: Other roles	42	32/336	.79	.96	90.5	97.6	97.6	461	16/368	1.00	1.00	100.0	100.0	100.0	48	52/384	.89	.97	89.6	100.0	98.7
	<i>Recoding: without differentiation concerning the order</i>	42	32/336	.87	.98	92.9	100.0	98.8	46	16/368	1.00	1.00	100.0	100.0	100.0	48	52/384	.91	.98	91.7	100.0	99.0
	<i>Recoding: without differentiation sound bite/thematization</i>	42	32/336	.82	.97	90.5	97.6	97.9	46	16/368	1.00	1.00	100.0	100.0	100.0	48	52/384	.89	.97	89.6	100.0	98.7
w/x	<i>Recoding: without differentiation of the role</i>	42	38/336	.82	.96	90.5	97.6	97.6	46	16/368	1.00	1.00	100.0	100.0	100.0	48	52/384	.89	.97	89.6	100.0	98.7
B19y	Other politicians or boards Die Linke: Institutional(roles)	42	6/336	.71	.99	97.6	100.0	99.4	46	4/368	.21	.98	95.7	100.0	98.9	48	8/384	1.00	1.00	100.0	100.0	100.0
	<i>Recoding: without differentiation concerning the order</i>	42	6/336	.71	.99	97.6	100.0	99.4	46	4/368	.21	.98	95.7	100.0	98.9	48	8/384	1.00	1.00	100.0	100.0	100.0
	<i>Recoding: without differentiation sound bite/thematization</i>	42	6/336	.71	.99	97.6	100.0	99.4	46	4/368	.21	.98	95.7	100.0	98.9	48	8/384	1.00	1.00	100.0	100.0	100.0
B19z	Other politicians or boards Die Linke, Die Linke in general: Other (roles)	42	92/336	.83	.93	83.3	97.6	95.5	46	48/368	.82	.96	89.1	97.8	97.3	48	98/384	.91	.96	89.6	100.0	97.9

VAR	Name	Current test 1						Current test 2						Final test								
		n	Cod.	α	Holsti	CA	MA	AA	n	Cod.	α	Holsti	CA	MA	AA	n	Cod.	α	Holsti	CA	MA	AA
	<i>Recoding: without differentiation concerning the order</i>	42	92/336	.83	.93	83.3	97.6	95.5	46	48/368	.84	.96	91.3	97.8	97.6	48	98/384	.91	.96	89.6	100.0	97.9
	<i>Recoding: without differentiation sound bite/thematization</i>	42	92/336	.85	.94	83.3	100.0	96.4	46	48/368	.89	.97	91.3	100.0	98.6	48	98/384	.92	.97	89.6	100.0	98.2
y/z	<i>Recoding: without differentiation of the role</i>	42	94/336	.86	.94	83.3	100.0	96.4	46	49/368	.80	.95	87.0	97.8	97.0	48	101/384	.91	.96	89.6	100.0	97.9
B20a	Angela Merkel	42	104/336	.92	.96	76.2	97.2	93.2	46	120/368	.90	.94	78.3	95.7	92.9	48	139/384	.88	.95	68.8	87.5	88.5
	<i>Recoding: three point scale</i>	42	104/336	.94	.97	76.2	100.0	94.0	46	120/368	.91	.95	78.3	95.7	93.5	48	139/384	.88	.95	75.0	93.8	91.9
B20b	CDU	42	102/336	.91	.95	71.4	92.9	90.8	46	105/368	.80	.83	65.2	89.1	88.0	48	135/384	.82	.97	64.6	85.4	87.2
	<i>Recoding: three point scale</i>	42	102/336	.91	.95	71.4	97.6	91.7	46	105/368	.81	.84	65.2	93.5	89.7	48	135/384	.86	.98	64.6	89.6	89.8
B20c	Karl-Theodor zu Guttenberg	42	31/336	.97	.98	92.9	100.0	98.8	46	8/368	1.00	1.00	97.8	100.0	99.5	48	40/384	.94	.97	93.8	97.9	97.9
	<i>Recoding: three point scale</i>	42	31/336	.97	.98	92.9	100.0	98.8	46	8/368	1.00	1.00	97.8	100.0	99.5	48	40/384	.94	.97	93.8	100.0	98.2
B20d	CSU	42	101/336	.85	.94	69.0	88.1	87.8	46	86/368	.84	.87	71.7	91.2	91.3	48	110/384	.89	.96	72.9	91.7	90.6
	<i>Recoding: three point scale</i>	42	101/336	.88	.99	69.0	92.9	88.7	46	86/368	.84	.87	71.7	95.7	92.7	48	110/384	.92	.99	75.0	93.8	92.7
B20e	Frank-Walter Steinmeier	42	41/336	.91	.95	88.1	97.6	97.0	46	61/368	.89	.93	84.8	95.7	95.1	48	62/384	.94	.96	91.7	97.9	97.4
	<i>Recoding: three point scale</i>	42	41/336	.92	.96	88.1	100.0	97.6	46	61/368	.91	.94	87.0	95.7	95.7	48	62/384	.94	.96	91.7	97.9	97.4
B20f	SPD	42	95/336	.72	.83	57.1	90.5	89.0	46	88/368	.78	.87	69.6	95.7	92.4	48	109/384	.70	.79	58.3	85.4	85.4
	<i>Recoding: three point scale</i>	42	95/336	.78	.98	59.5	95.2	90.8	46	88/368	.81	.88	69.6	95.7	92.9	48	109/384	.72	.81	62.5	85.4	86.7

VAR	Name	Current test 1							Current test 2						Final test							
		n	Cod.	α	Holsti	CA	MA	AA	n	Cod.	α	Holsti	CA	MA	AA	n	Cod.	α	Holsti	CA	MA	AA
B20g	Guido Westerwelle	42	8/336	1.00	1.00	97.6	100.0	99.4	46	24/368	1.00	1.00	97.8	100.0	99.5	48	0/384	-	1.00	100.0	100.0	100.0
	<i>Recoding: three point scale</i>	42	8/336	1.00	1.00	97.6	100.0	99.4	46	24/368	1.00	1.00	97.8	100.0	99.7	48	0/384	-	1.00	100.0	100.0	100.0
B20h	FDP	42	56/336	.90	.91	83.3	95.2	93.8	46	57/368	.86	.91	80.4	95.7	94.0	48	48/384	.83	.95	87.5	97.9	96.9
	<i>Recoding: three point scale</i>	42	56/336	.91	.92	83.3	95.2	94.9	46	57/368	.87	.92	80.4	97.8	94.8	48	48/384	.83	.95	87.5	97.9	96.9
B20i	Renate Künast	42	14/336	.88	.99	97.6	100.0	99.1	46	7/368	.85	.99	97.8	100.0	99.2	48	15/384	.93	.99	97.9	100.0	99.2
	<i>Recoding: three point scale</i>	42	14/336	.88	.99	97.6	100.0	99.1	46	7/368	.85	.99	97.8	100.0	99.2	48	15/384	.93	.99	97.9	100.0	99.2
B20j	Bündnis 90/Die Grünen	42	48/336	.82	.90	83.3	92.9	93.2	46	26/368	.70	.95	87.0	100.	97.3	48	31/384	.69	.95	89.6	100.0	97.1
	<i>Recoding: three point scale</i>	42	48/336	.84	.93	85.7	95.2	95.2	46	26/368	.70	.95	87.0	100.0	97.3	48	31/384	.70	.95	89.6	100.0	97.1
B20k	Oskar Lafontaine	42	13/336	.83	.97	95.2	97.6	97.9	46	12/368	.80	.97	95.7	97.8	98.1	48	12/384	.80	.97	95.8	97.9	98.2
	<i>Recoding: three point scale</i>	42	13/336	.84	.97	95.2	97.6	98.2	46	12/368	.80	.97	95.7	97.8	98.4	48	12/384	.80	.97	95.8	97.9	98.2
B20l	Die Linke	42	37/336	.71	.91	78.6	97.6	94.3	46	24/368	.83	.95	91.3	97.8	97.3	48	6/384	.71	.99	97.9	100.0	99.5
	<i>Recoding: three point scale</i>	42	37/336	.73	.92	78.6	100.0	95.2	46	24/368	.84	.96	91.3	100.0	97.6	48	6/384	.71	.99	97.9	100.0	99.5
B20m	Black-yellow coalition (CDU/CSU and FDP)	42	17/336	.83	.96	92.9	100.0	97.9	46	26/368	.73	.92	87.0	100.0	96.7	48	0/384	-	1.00	100.0	100.0	100.0
	<i>Recoding: three point scale</i>	42	17/336	.83	.97	92.9	100.0	98.5	46	26/368	.74	.92	87.0	100.0	96.7	48	0/384	-	1.00	100.0	100.0	100.0
B20n	Grand coalition (CDU/CSU and SPD), Federal Government	42	41/336	.77	.92	81.0	97.6	94.9	46	66/368	.87	.94	89.1	97.8	96.2	48	50/384	.70	.90	77.1	97.9	94.3

VAR	Name	Current test 1							Current test 2						Final test							
		n	Cod.	α	Holsti	CA	MA	AA	n	Cod.	α	Holsti	CA	MA	AA	n	Cod.	α	Holsti	CA	MA	AA
	<i>Recoding: three point scale</i>	42	41/336	.79	.92	81.0	100.0	95.5	46	66/368	.87	.94	89.1	97.8	96.2	48	50/384	.67	.90	77.1	97.9	94.3
B20o	Red-green coalition (SPD and Bündnis 90/Die Grünen)	42	6/336	.70	.99	97.6	100.0	99.1	46	0/368	-	1.00	100.0	100.0	100.0	48	0/384	-	1.00	100.0	100.0	100.0
	<i>Recoding: three point scale</i>	42	6/336	.71	.99	97.6	100.0	99.4	46	0/368	-	1.00	100.0	100.0	100.0	48	0/384	-	1.00	100.0	100.0	100.0

3 Plan of variables

1 Analysis of the news paper editions

Formal data

ID_asg	ID of the edition
V01	Print title / numeric
V02	Print title / alphanumeric
V03	Year
V04	Month
V05	Day
Coder_asg	Coder-ID news paper edition

2 Analysis of news stories

Formal data

ID_bei	ID of the news story
Coder_bei	Coder ID news story
B01	Page
B02	Current number of the news story per page
B03	Continuation of the article on following page(s)
B04	Editorial department
B05	Journalistic stylistic form
B06	Size
B07	Presentation: pictures
B08	Title of news story/alphanumeric
B09	German federal politics as main or secondary topic (or German federal political actors as main or secondary role)

Thematization analysis (1): Politics, polity and policy issues

- B10 Main subject of the news story: politics, polity, policy issue?
- B11 Reference to politics issues?
- B12 If yes: politics issue
- B13 Reference to polity issues?
- B14 If yes: polity issue
- B15 Reference to policy issues?
- B16 If yes: policy issue

Thematization analysis (2): Policy positions

(2a) Thematization of positions in the debate about welfare-state services

- B17a Welfare-state services

(2b) Thematization of positions in the debate about taxes and duties

- B17b Fiscal policy

(2c-f) Thematization of positions in the debate about phasing out of nuclear energy

- B17c Accelerating the phasing-out of nuclear energy
- B17d Maintaining the actual phasing-out plans
- B17e Decelerating the phasing-out of nuclear energy
- B17f Revoking the phasing-out of nuclear energy

Thematization analysis (3): Reference points of the news story

- B18a Does the news story refer to the federal election 2009?
- B18b Explicit reference to the TV debate
- B18c Explicit reference to survey results concerning the federal election 2009
- B18d Central event as cause of reporting

Thematization analysis (4): German political actors

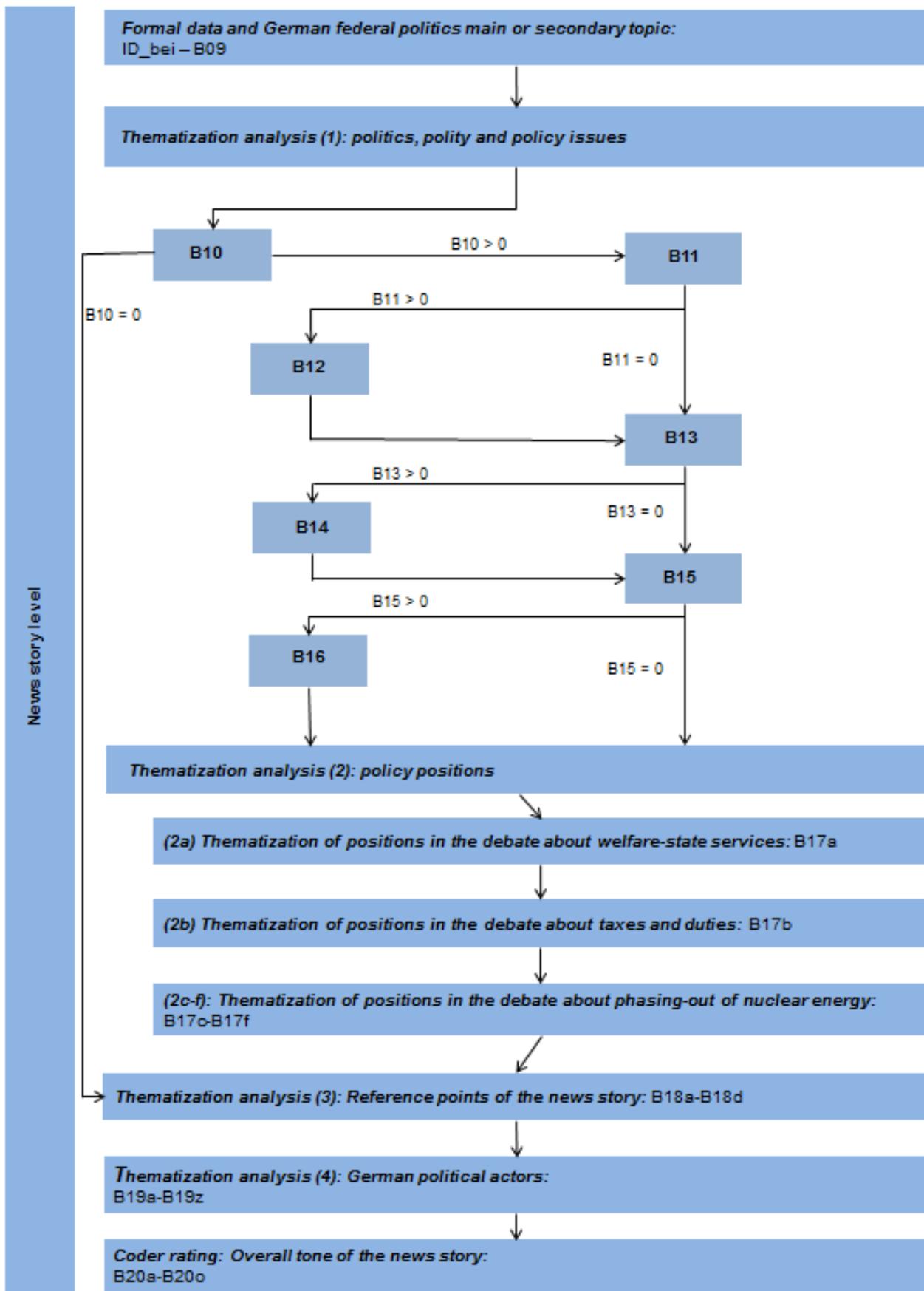
- B19a Angela Merkel: Chancellor
- B19b Angela Merkel: Other roles
- B19c Other politicians or boards CDU: Institutional (roles)
- B19d Other politicians or boards CDU, CDU in general: Other (roles)
- B19e Karl-Theodor zu Guttenberg: Federal Minister of Economics and Technology
- B19f Karl-Theodor zu Guttenberg: Other roles
- B19g Other politicians or boards CSU: Institutional (roles)
- B19h Other politicians or boards CSU, CSU in general: Other (roles)
- B19i CDU/CSU in general

B19j	Frank-Walter Steinmeier: Minister of Foreign Affairs
B19k	Frank-Walter Steinmeier: Other roles
B19l	Other politicians or boards SPD: Institutional (roles)
B19m	Other politicians or boards SPD, SPD in general: Other (roles)
B19n	Federal government in general
B19o	Guido Westerwelle: Leader of parliamentary party group
B19p	Guido Westerwelle: Other roles
B19q	Other politicians or boards FDP: Institutional (roles)
B19r	Other politicians or boards FDP, FDP in general: Other (roles)
B19s	Renate Künast: Leader of parliamentary party group
B19t	Renate Künast: Other roles
B19u	Other politicians or boards Bündnis 90/Die Grünen: Institutional (roles)
B19v	Other politicians or boards Bündnis 90/Die Grünen, Bündnis 90/Die Grünen in general: Other (roles)
B19w	Oskar Lafontaine: Leader of parliamentary party group
B19x	Oskar Lafontaine: Other roles
B19y	Other politicians or boards Die Linke: Institutional roles
B19z	Other politicians or boards Die Linke, Die Linke in general: Other (roles)

Coder rating: Overall tone of the news story

B20a	Angela Merkel
B20b	CDU
B20c	Karl-Theodor zu Guttenberg
B20d	CSU
B20e	Frank-Walter Steinmeier
B20f	SPD
B20g	Guido Westerwelle
B20h	FDP
B20i	Renate Künast
B20j	Bündnis 90/Die Grünen
B20k	Oskar Lafontaine
B20l	Die Linke
B20m	Coalition CDU/CSU and FDP
B20n	Grand coalition (CDU/CSU and SPD), federal government
B20o	Coalition SPD and Bündnis 90/Die Grünen

4 Overview of variables' structure and filtering



5 Code plan

1 Analysis of newspaper editions

Formal Data

ID_ags **ID of the newspaper edition**
= V01,V03, V04,V05

V01 **Print title/numeric**

11 Frankfurter Allgemeine Zeitung (FAZ)
21 Die Welt (Welt)
31 Die Bildzeitung (BILD)
41 Süddeutsche Zeitung (SZ)
51 Frankfurter Rundschau (FR)
61 Die Tageszeitung (TAZ)

V02 **Print title/alphanumeric**

V03 **Year**

09 2009

V04 **Month**

06 June
07 July
08 August
09 September

V05 **Day**

01
...
31

Coder_asg **Coder ID newspaper edition**

9 Sebastian Schmidt

2 Analysis of news stories

Formal data

ID_bei **ID of the news story**
= ID_asg + B01 + B02

Coder_bei **Coder ID news story**

1 Jakob Bender
2 Lars Böller
3 Pia Ditscher
4 Maike Haas
5 Anna Hoffmann
6 Klara Hohmann
7 Thomas Schmidt
8 Franca Schreiber

B01 **Page**

B02 **Current news story number per page**

B03 **Continuation of the article on following page(s)**

0 Not applicable – Article is completely on one page
1 Article is continues on (a) later page(s)

B04 **Editorial department**

11 Front page: Lead story
12 Front page: Article
13 Front page: Announcement of article
14 Op-ed pages

B05 **Journalistic stylistic form**

1 News format
2 Opinion format
9 Other format

B06 **Size**

1 Very small
2 Small
3 Medium-sized
4 Large
5 Very large

B07 **Presentation: pictures**

0 No picture being part of the news story
1 Large picture(s)
2 Medium-sized picture(s)
3 Small picture(s)

B08 **Title of the news story: alphanumeric**

- B09 German federal politics as main or secondary topic (or German federal political actors as main or secondary role)**
- 1 German federal politics is main topic/German federal political actor in main role
- 2 German federal politics is secondary topic/German federal political actor in secondary role

Thematization analysis (1): politics, polity and policy issues

B10 Main subject of the news story: politics, polity, policy issue?

- 0 No politics, polity or policy issue or event ⇒ Continue with B18a
- 1 Politics issue and event (cf. list 1: codes 1000) ⇒ Continue with B11
- 2 Polity issue and event (cf. list 1: codes 2000) ⇒ Continue with B11
- 3 Policy issue and event (cf. list 1: codes 3000/4000) ⇒ Continue with B11

B11 Reference to politics issues?

- 0 No ⇒ Continue with B13
- 1 Main aspect ⇒ Continue with B12
- 2 Secondary aspect ⇒ Continue with B12

B12 If yes: politics issue

1000-1700 politics issue according to list 1

B13 Reference to polity issues?

- 0 No ⇒ Continue with B15
- 1 Main aspect ⇒ Continue with B14
- 2 Secondary aspect ⇒ Continue with B14

B14 If yes: polity issue

2000-2500 polity issue according to list 1

B15 Reference to policy issues?

- 0 No ⇒ Continue with B17a
- 1 Main aspect ⇒ Continue with B16
- 2 Secondary aspect ⇒ Continue with B16

B16 If yes: policy issue

3000-4500 policy issue according to list 1

Thematization analysis (2): Policy positions

(2a) Thematization of positions in the debate about welfare-state services

B17a Welfare-state services

- 0 No reference to welfare-state services
- 1 Neither extension nor cutting back of welfare-state services is thematized
- 2 Extension of welfare-state services is thematized
- 3 Cutting back of welfare-state services is thematized
- 4 Extension and cutting back of welfare-state services are thematized

(2b) Themmatization of positions in the debate about taxes and duties

B17b Fiscal policy

- 0 No reference to fiscal policy
- 1 Neither increase nor decrease of taxes and/or duties is themmatized
- 2 Increase of taxes and/or duties is themmatized
- 3 Decrease of taxes and/or duties is themmatized
- 4 Increase and decrease of taxes and/or duties are themmatized

(2c-f) Themmatization of positions in the debate about phasing-out of nuclear energy

B17c Accelerating the phasing-out of nuclear energy

B17d Maintaining the actual phasing-out plan

B17e Decelerating the phasing-out of nuclear energy

B17f Revoking the phasing-out of nuclear energy

For the variables B17c-f the following codes are applicable:

- 0 Position is not themmatized
- 1 Position is themmatized

Themmatization analysis (3): Reference points of the news story

B18a Does the news story refer to the Federal election 2009?

(Including the Federal election campaign, cf. list 1: codes 1200-1460)

- 0 No
- 1 Yes

B18b Explicit reference to the TV debate

- 0 No
- 1 Yes

B18c Explicit reference to survey results concerning the Federal election 2009

- 0 No
- 1 Yes

B18d Central event as cause of reporting

- 00 Event is not included in list 3
- 01-36 Event is included in list 3

Themmatization analysis (4): German political actors

B19a Angela Merkel: Chancellor

B19b Angela Merkel: Other roles

B19c Other politicians or boards CDU: Institutional (roles)

B21d Other politicians or boards CDU, CDU in general: Other (roles)

B19e Karl-Theodor zu Guttenberg: Federal Minister of Economics and Technology

B19f Karl-Theodor zu Guttenberg: Other roles

B19g Other politicians or boards CSU: Institutional (roles)

B19h Other politicians or boards CSU, CSU in general: Other (roles)

B19i CDU/CSU in general

B19j Frank-Walter Steinmeier: Minister of Foreign Affairs

B19k Frank-Walter Steinmeier: Other roles

B19l Other politicians or boards SPD: Institutional (roles)

B19m Other politicians or boards SPD, SPD in general: Other (roles)

B19n Federal Government in general

B19o	Guido Westerwelle: Leader of parliamentary party group
B19p	Guido Westerwelle: Other roles
B19q	Other politicians or boards FDP: Institutional (roles)
B19r	Other politicians or boards FDP, FDP in general: Other (roles)
B19s	Renate Künast: Leader of parliamentary party group
B19t	Renate Künast: Other roles
B19u	Other politicians or boards Bündnis 90/Die Grünen: Institutional (roles)
B19v	Other politicians or boards Bündnis 90/Die Grünen, Bündnis 90/Die Grünen in general: Other (roles)
B19w	Oskar Lafontaine: Leader of parliamentary party group
B19x	Oskar Lafontaine: Other roles
B19y	Other politicians or boards Die Linke: Institutional roles
B19z	Other politicians or boards Die Linke, Die Linke in general: Other (roles)

For the variables B19a-z the following codes are applicable:

00	Does not occur
11	Appears in the first place and in sound bite
12	Appears in the first place and is quoted/thematized
21	Appears in the second/third etc. place and in sound bite
22	Appears in the second/third etc. place and is quoted/thematized

Coder rating: Overall tone of the news story

B20a	Angela Merkel
B20b	CDU
B20c	Karl-Theodor zu Guttenberg
B20d	CSU
B20e	Frank-Walter Steinmeier
B20f	SPD
B20g	Guido Westerwelle
B20h	FDP
B20i	Renate Künast
B20j	Bündnis 90/Die Grünen
B20k	Oskar Lafontaine
B20l	Die Linke
B20m	Coalition CDU/CSU and FDP
B20n	Grand coalition (CDU/CSU and SPD), federal government
B20o	Coalition SPD and Bündnis 90/Die Grünen

For the variables B20a-o the following codes are applicable:

0	Actor is not thematized (as one of the first three actors)
1	Unambiguously positive
2	Rather positive
3	Ambivalent/positive as well as negative
4	Rather negative
5	Unambiguously negative
9	Neutral/no tendency

6 Elucidations of the code

Hereafter the code plan is examined in-depth and, if necessary, the variables groups, variables and codes used in the analysis of press articles are elucidated while elaborating practical working instructions for the coders.

1 Analysis of newspaper editions

Formal data

ID_asg **ID of the edition**

= V01, V03, V04, V05

The ID consists of eight characters: 1. Print title/numeric V01 (F2), 2. examination year V03 (F2), 3. examination month V04 (F2), 4. examination day V05 (F2).

V01 **Print title/numeric**

11	Frankfurter Allgemeine Zeitung (FAZ)
21	Die Welt (Welt)
31	Die Bildzeitung (BILD)
41	Süddeutsche Zeitung (SZ)
51	Frankfurter Rundschau (FR)
61	Die Tageszeitung (TAZ)

V02 **Print title/alphanumeric**

V03 **Year**

09 2009

V04 **Month**

06	June
07	July
08	August
09	September

V05 **Day**

01
...
31

Coder_asg **Coder ID newspaper edition**

9 Sebastian Schmidt

2 Analysis of news stories

Further information on selecting the news stories you find in chapter 1.2, on the definition of the recording units in chapter 1.3. A scheme how the filtering of the coding of news stories is carried out can be found in the plan of variables.

Formal data

ID_bei **ID of the news story**

= ID_asg + B01 + B02

The ID consists of twelve characters: 1. Print title/numeric V01 (F2), 2. examination year V03 (F2), 3. examination month V04 (F2), 4. examination day V05 (F2), 5. page B01 (F2), .6. current number of news story per page B02 (F2).

Coder_bei **Coder ID news story**

1	Jakob Bender
2	Lars Böller
3	Pia Ditscher
4	Maike Haas
5	Anna Hoffmann
6	Klara Hohmann
7	Thomas Schmidt
8	Franca Schreiber

B01 **Page**

The pagination of the page is noted. If an article extends over more than one page, the page on which the article begins is noted.

B02 **Current news story number per page**

Principles

In order to identify the news stories afterwards, a consecutive number is assigned to each news story. Numbering is consecutively, following a line logic from left to right. For each page a new numbering is to be started.

B03 **Continuation of the article on following page(s)**

0 Not applicable – Article is completely on one page

1 Article is continued on (a) later page(s)

A simple announcement of an article referring to a later news story is not to be considered as a continuation of the article but as independent cases (announcement of the article = one case, article(s) on which is referred = n other cases). In contrast a continued article means that the content of the article is placed on one page and is then continued seamlessly on another page.

B04 **Editorial department**

11 Front page: Lead story

A lead story is the most important article presented clearly emphasized on the front page (which is formally the first page of a newspaper). He is completely or at least with the headline set in large letters placed on the upper half of the sheet and often combined with a picture.

12 Front page: Article

The term „front page“ is to be considered in this study as an analytic construct so that not only articles which appear on the formally first page of a newspaper are to be coded with code 12. Instead in case of the newspapers FR and TAZ all articles on which an announcement on the formally first page refers to and which appear in any rubric of the newspaper are also coded in this category. The pagination page 1 is therefore not systematically identical with code 12 „Front page: Article“.

13 Front page: Announcement of the article

14 Op-ed pages

B05 Journalistic stylistic form

1 News format

Primarily there are head lines, short news, notes, news and news reports which inform in an objective way about actual events and are characterized by a strict formal structure that is completely different from literary texts, discussions or re-narrations. The most important things are placed at the beginning. They are fact-based and don't include (ideally) any personal evaluation of the journalist. In this study, journalistic stylistic forms like background reports, reportages and features/essays which are characterized by an indirect, latent and only seldom visible tendency in opinion are coded in this category.

2 Opinion format

These are all journalistic forms which are characterized intentionally by subjectivity as a stylistic feature and by an apparent tendency in opinion like commentaries, glosses and columns.

Commentary

This format is characterized by an apparent intentional tendency in opinion of the author. While there are different definitions of style and form of the commentary, all definitions have in common that the commentator indicates unambiguously the topic which he wants to comment. The author tries to convince the reader by arguments and logic argumentation. He speaks his mind and the reader can decide if he agrees or not. The commentator can juxtapose different opinions, consider the topic from different angles and explain the backgrounds. A special form of commentary is the editorial article.

Gloss

The gloss is also by an apparent intentional tendency in opinion of the author. In contrast to the commentary the gloss is an extremely short opinion format with a very pointed argumentation. The undertone is generally cheerful or ironical. The language of a gloss is characterized by a particularly skilled style with metaphors and puns as stylistic means. It is possible to write it in local dialects.

Please note that articles with the title „Verboten“ (taz) [forbidden] are glosses and are therefore coded with 2 „opinion format“.

Column

This is also an opinion article of a single, often famous publicist. Mostly columns are announced by an own indication of the news paper and are published as a regular rubric in the respective medium.

Please note that articles with the title „Freitagkasino“ (taz) [casino of Friday] are glosses and are therefore coded with 2 „opinion format“.

9 Other format

There are for ex. interviews or documentations (replication of a foreign product, for ex. extracts of campaign programmes of the parties or of speeches/lectures).

If an article could not be clearly assigned to a news or opinion format or these formats are both equally part of the article, the code 9 „Other format“ is to be used.

Formats like FAQs are included in code 9 „Other format“ except if they can clearly be assigned to opinion format.

Portraits are coded with 9 „Other format“.

B06 Size

The size of the article compared with the rest of the whole page is written down.

1 Very small

FAZ, SZ, Welt, BILD < 1/16 page; FR, taz < 1/8 page

2 Small

FAZ, SZ, Welt, BILD ≥ 1/16 bis < 1/8 page; FR, taz ≥ 1/8 page bis < ¼ page

3 Medium-sized

FAZ, SZ, Welt, BILD ≥ 1/8 page bis < ¼ page; FR, taz ≥ ¼ page bis < ½ page

4 Large

FAZ, SZ, Welt, BILD ≥ ¼ page bis < ½ page; FR, taz ≥ ½ page bis < 1 page

5 Very large

FAZ, SZ, Welt, BILD ≥ ½ page; FR, taz ≥ 1 page

B07 Presentation: pictures

Photos and graphics are considered as pictures. The size of the pictures is determined in relation to the size of the article.

- 0 No picture being part of the article
- 1 Large picture(s)
Large pictures cover at least a quarter of the whole article.
- 2 Medium-sized picture(s)
- 3 Small picture(s)
Small pictures only cover a maximum of 1/16 of the whole article. Often they are typical portrait photos of political actors.

Principles

The size of pictures is only coded if the pictures are part of editorial pieces. Principally the coding is executed hierarchally, i.e. large prevails over medium size. If several pictures appear in one article, their size has to be accumulated.

In order to determine the size only the actual picture / graphic is taken into account. Headlines or subtitles do principally not be considered as part of the picture / graphic.

Tables are no graphics / pictures; their content has to be coded regularly.

B08 Title of the news story / alphanumeric

Principles

The title of the news story is written down.

B09 German federal politics as main or secondary topic (or German federal political actors as main or secondary role)

Principles

In order to identify the main resp. secondary topic of a news story, the latter has to be seen in its entirety. The focus of a news story determines the main topic which depends on the relative length that is dedicated to this topic.

Secondary topics can appear in two ways: (1) as subaspect of the main topic or (2) as replenishment which is thematically independent from the main topic.

If in an article which does not deal with politics in narrower sense German federal political actors appear (cf. *list 2: Actors, Codes 1000-1400*), it has to be identified whether these actors play a main role or a secondary role in it.

The collapse of the coalition in Schleswig-Holstein is considered to belong to federal politics.

- 1 German federal politics is main topic/German federal political actor in main role
- 2 German federal politics is secondary topic/German federal political actor in secondary role

Thematization analysis (1): Politics, polity and policy issues

This analysis is based on the following three-fold dimensional framework. All topics thematized in news stories have to be assigned to one of these dimensions.

Politics: The political process which evolves as succession of actions of political actors.

Examples: Votes in the Federal Parliament, election campaigns of the parties, negotiations between ministries, coalition negotiations and decisions of parties, forming of opinions and preferences of voters.

Polity: The structural dimension, concerning the overall institutional order of the political system as well its institutions.

Examples: Institutions of the governmental system and their elements (e.g. the federal parliament *Bundestag* with committees, parliamentary party groups, MPs; the federal system of Germany with States and their governments as well as the *Bundesrat*).

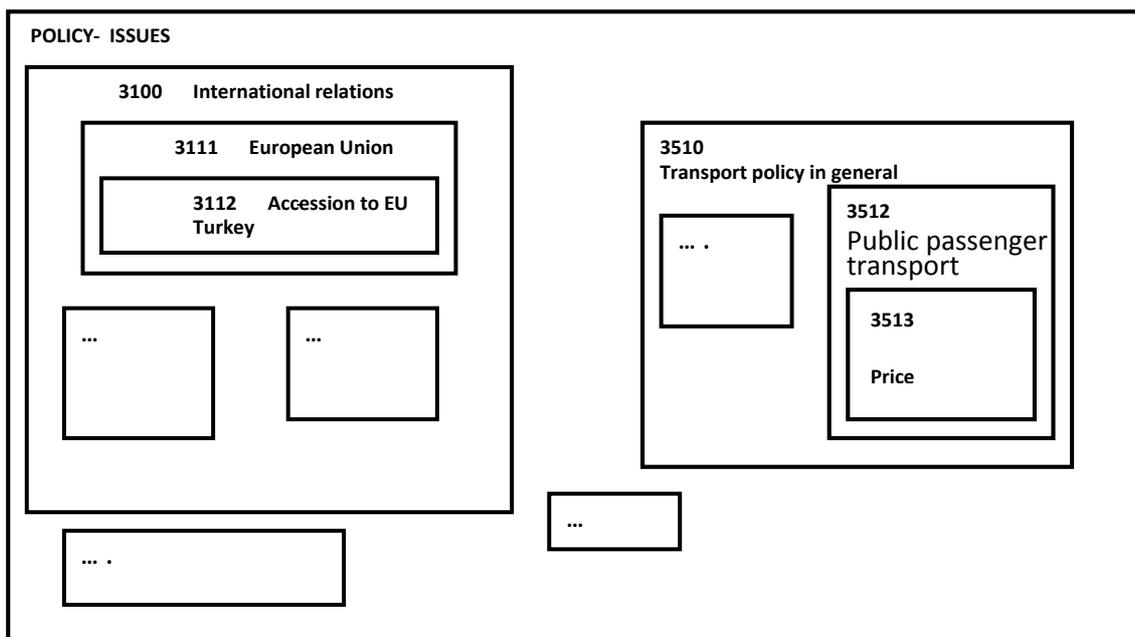
Policy: The content dimension, i.e. measures and programs developed, decided upon and implemented by political actors.

Examples: Different fields of politics as e.g. financial policy, social policy and defence policy, but also single measures as e.g. financial or other support of determined companies.

Political issues are coded regardless their temporal reference, i.e. thematic references to politics *before* the Grand Coalition have to be coded.

General principles for the coding of variables B12/politics, B14/polity and B16/policy

The coder must code an issue as specifically as possible. First he has to classify it under one of the thematics of the political dimensions (e.g. election campaign). If an issue can be assigned even more differentiated within these thematic blocs (e.g. election campaign strategies in general), the coder has to choose the respective code. If the issue can even assigned to the next level of this code (e.g. campaign for secondary (party-list) votes in particular), the issue has to be coded respectively. This is the principle that the coder has to follow: he must work his way through the several levels of the codes in order to code the given issue as exactly as possible: i.e. special topic prevails over particular topic prevails over general topic. Although the thematic focus of the news story must not be neglected. If an issue can not be classified under a more concrete level, the coder must verify if he can assign it to a category of the respective superordinated level.



Example I: A news story handles with the planned price increases in the public passenger transport. In this case it has to be coded with 3513 „Special topic price increases“. If the news story treated however only the „Deutsche Bahn“ in general, it would have to be coded with 3512 „Public passenger transport in particular“. If a news story treating the transport policy in general could not be assigned to the subordinated categories „road transport in particular“ (3511) or „public passenger transport in particular“ (3512), it would correspondingly have been coded with 3510 „transport policy in general“. If a coder can only identify the topic infrastructure policy in a news story without further specification that would allow a classification under category 3510 „transport policy in general“, 3520 „energy policy in general“, 3530 „Housing market in general“, 3540 „postal and telecommunications in general“ or 3550 „internet in general“, the news story has to be coded with 3500 standing for the abstract field of infrastructure policy.

Example II: A news story dedicated to the accession of Turkey to the EU is coded with 3112 „Special topic accession of Turkey to the EU“. If the story treated however the German contribution payments to the EU, it would have been coded with 3111 „European Union/EU in particular“ because the single topic „contributions“ does not have a specific code in the code plan; it is only codable on a superordinated level because it only can be unambiguously assigned to the topic EU.

B10 Main subject of the news story: Politics, polity, policy issue?

In this phase of analysis it has to be identified to which field the main subject of German federal politics of this news story belongs; even if German federal politics is only a secondary topic (B09=2), the main subject of this secondary topic of the news story has to be identified.

Accordingly the coder has to attribute the code 1 (main aspect) to one of the three following variables B11, B13 or B15. To the other two variables he can only attribute code 0 (no reference) or 2 (secondary aspect).

If in an article that does not deal with politics in a narrower sense, German federal political actors appear in a main or secondary role while the reporting is unpolitical, code 0 has principally to be used.

- | | | |
|---|--|-----------------------------|
| 0 | No politics, polity or policy issue or event | ⇒ Continue with B18a |
| 1 | Politics issue and event (cf. <i>list 1: codes 1000</i>) | ⇒ Continue with B11 |
| 2 | Polity issue and event (cf. <i>list 1: codes 2000</i>) | ⇒ Continue with B11 |
| 3 | Policy issue and event (cf. <i>list 1: codes 3000/4000</i>) | ⇒ Continue with B11 |

Principles

If two topics appear in an article in the same proportion, the main topic is identified by means of the headline.

B11 Reference to politics issues?

- | | | |
|---|------------------|----------------------------|
| 0 | No | ⇒ Continue with B13 |
| 1 | Main aspect | ⇒ Continue with B12 |
| 2 | Secondary aspect | ⇒ Continue with B12 |

Principles

If B10=1 is coded, necessarily B11=1. With regard to the other two dimensions the coder only has to verify if they also appear as secondary aspect. Therefore it is important by which dimension (politics or polity or policy) the existing political reference of the news story is primarily achieved and not whether politics/polity/policy is the main aspect of the news story.

Only one main aspect within the three political dimensions is possible!

Politics issues are only taken into account as federal political secondary topic (code 2), if they are (at least briefly) discussed in terms of content. If topics are only mentioned/enumerated they are to be ignored.

B12 If yes: politics issue

- | | |
|-----------|------------------------------------|
| 1000-1700 | Politics issue according to list 1 |
|-----------|------------------------------------|

Principles

Rather a concrete code than a superordinated code has to be attributed whenever possible.

Sequential coding: The order in mentioning the topics is crucial for the coding, i.e. the topic mentioned in the first place is to be registered and classified under a code as concrete as possible and not under a comprehensive, superordinated code which is only to be attributed if a more concrete code can not be determined.

B13 Reference to polity issues?

- | | | |
|---|------------------|----------------------------|
| 0 | No | ⇒ Continue with B15 |
| 1 | Main aspect | ⇒ Continue with B14 |
| 2 | Secondary aspect | ⇒ Continue with B14 |

Principles

If B10=2 is coded, necessarily B13=1. With regard to the other two dimensions the coder only has to verify if they also appear as secondary aspect. Therefore it is important by which dimension (politics or polity or policy) the existing political reference of the news story is primarily achieved and not whether politics/polity/policy is the main aspect of the news story.

Only one main aspect within the three political dimensions is possible!

Polity issues are only taken into account as federal political secondary topic (code 2), if they are (at least briefly) discussed in terms of content. If topics are only mentioned/enumerated they are to be ignored.

B14 If yes: polity issue

2000-2500 Polity issue according to list 1

Principles

Rather a concrete code than a superordinated code has to be attributed whenever possible.

Sequential coding: The order in mentioning the topics is crucial for the coding, i.e. the topic mentioned in the first place is to be registered and classified under a code as concrete as possible and not under a comprehensive, superordinated code which is only to be attributed if a more concrete code can not be determined.

B15 Reference to policy issues?

0	No	⇒ Continue with B17a
1	Main aspect	⇒ Continue with B16
2	Secondary aspect	⇒ Continue with B16

Principles

If B10=3 is coded, necessarily B15=1. With regard to the other two dimensions the coder only has to verify if they also appear as secondary aspect. Therefore it is important by which dimension (politics or polity or policy) the existing political reference of the news story is primarily achieved and not whether politics/polity/policy is the main aspect of the news story.

Only one main aspect within the three political dimensions is possible!

Policy issues are only taken into account as a federal political secondary topic (code 2), if they are (at least briefly) discussed in terms of content. If topics are only mentioned/enumerated they are to be ignored.

B16 If yes: policy issue

3000-4500 Policy issue according to list 1

Principles

Rather a concrete code than a superordinated code has to be attributed whenever possible.

Sequential coding: The order in mentioning the topics is crucial for the coding, i.e. the topic mentioned in the first place is to be registered and classified under a code as concrete as possible and not under a comprehensive, superordinated code which is only to be attributed if a more concrete code can not be determined.

Principles

If the sequentially first named topic refers to a not concrete superordinated code, the specification of this topic is made by using the more concrete topic mentioned in the second place (subordinated code). But this is only possible if all the other topics of the political dimension (for ex. all topics of politics) appearing in the news story can be coded by this more concrete code. If however several different subordinated codes of the respective superordinated code are addressed, the superordinated code must be retained.

Example: The sequentially first named topic is 1200 „election campaign“ (superordinated code) and the topic mentioned in the second place is a more concrete topic with a 12xx/13xx coding (for ex. „TV debate of top candidates“, 1241), the news story is to be coded by 1241 instead of 1200, if all other topics of politics in this news story also refer to the TV debate. If apart from the TV debate another code is mentioned in the third place, for ex. „Election programmes/government programmes of parties“ (1210), the code 1200 must be used because the TV debate can not be retained as specification as the news story refers to more than one code of election campaign.

This procedure is not only to be respected when defining the topic of politics but also when determining the polity issue or the policy issue.

If a picture is placed above the text, the subtitle of the picture is examined to define the sequentially first named topic. If a picture is placed under the text or is integrated into the text, the text is to be examined first to define the sequentially first named topic and the picture afterwards.

When defining the sequentially first named topic, the headings will be examined independently from the size of the text in the following order: 1. first-order headline, 2. second-order headline, 3. subheadline.

Thematization analysis (2): Policy positions

The coder has to concentrate on whether specific political positions are found in the news stories regardless their importance.

Principles

Every still so small mention is coded, regardless of order or of the news story's focus.

2a: Thematization of positions in the debate about welfare-state services

The positions coded in the context of the debate about welfare-state services range from cutting back the services to extending them.

B17a Welfare-state services

Basically two groups of welfare-state services are classified and coded under this category:

1.) Welfare-state services on an insurance basis

These include all welfare-state services granted to the beneficiaries because of their contributions. This group contains statutory old age pension, pensions for civil servants, statutory casualty pensions, benefits of statutory health insurance, care and nursing services, unemployment benefits I.

2.) Welfare-state services on an assistance basis

These include all welfare-state services granted to the beneficiaries because of their poverty. This group contains unemployment benefits II (synonymous: *ALG II*, *Hartz IV*, basic benefit for job-seeking persons), social benefits (synonymous: basic social benefits for permanently disabled persons), housing subsidy, social housing, education advancement grants (*BAföG*), education allowances (*BAB*, *BAB* for handicapped persons).

0 No reference to welfare-state services

1 Neither extension nor cut-back of welfare-state services is thematized.

2 Extension of welfare-state services is thematized:
e.g. „In the previous week the Federal Government has decided the largest pension increase for more than ten years“, „Oskar Lafontaine declared that the Grand coalition has to raise immediately the standard rate of Hartz IV in the face of drastic rise of living costs.“

3 Cut-back of welfare-state services is thematized:
e.g. „Müntefering plans to pay principally only 80% of unemployment benefits II to unemployed persons up to 25 years in order to ease the burden for the treasury“, „Carola Reimann (SPD) said that the CDU plans in the long-term to shift the financing of university studies completely to scholarships and credits so that the BAföG will be abolished by the government of CDU/CSU and FDP.“

4 Extension as well as cut-back of welfare-state services are thematized.

Principles

Attention: Welfare-state services must not be confused with social policy. The coder has to follow exclusively the definitions of welfare-state services mentioned above and not to take the codes for social policy in the code list into account.

Even the mere mentioning of terms like „public services“ / „welfare-state services“ / „cut-backs in the social system“ is coded by B17a.

If the development of a social branch (in the sense of a labour market section) (cf. for ex. the Plan for Germany) is mentioned in the text, code B17a does not apply.

If the Hartz reforms in general but not explicitly Hartz IV is mentioned, code B17a does not apply.

2 Extension of welfare-state services is to be used if the citizens or specific population groups benefit of the respective measure. Even the raise of the exempt amounts of Hartz IV is to be considered as an extension of welfare-state services in this sense

The „pension guarantee“ is to be considered as an extension of welfare-state services and coded respectively.

An increase of social expenditure is not necessarily equated to an extension of welfare-service because it can also result from an increase of the beneficiaries. It has to be explicitly noticeable that the beneficiaries receive more money in order to use the code „extension of welfare-state services.

(2b) Themmatization of positions in the debate about taxes and duties

The different positions in the context of the debate about taxes and duties are coded here and range from an increase of taxes and duties to a reduction of taxes and duties.

B17b Fiscal policy

If any fiscal policy is themmatized resp. not themmatized, this has to be coded with the variables below.

- 0 No reference to fiscal policy
- 1 Neither increase nor reduction of taxes and/or duties is themmatized
- 2 Increase of taxes and/or duties is themmatized
- 3 Reduction of taxes and/or duties is themmatized
- 4 Increase as well as reduction of taxes and/or duties are themmatized

Principles

The simple mention of the term „taxes“ is to be registered as fiscal policy in the sense of B17b.

Every literal mention of increase / reduction is to be coded as such even if it is negated.

„Tax gifts“ are coded by 3 reduction of taxes and/or duties.

If the reduction of the solidarity contribution is mentioned, this is to be considered as tax reduction and coded respectively.

If the introduction of a new, not yet existing tax is mentioned, the code 1 „Neither increase nor reduction of taxes and/or duties“ is used because principally only existing taxes can be increased/reduced.

(2c-f) Themmatization of positions in the debate about phasing-out of nuclear energy

The different positions in the context of the debate about the further use of nuclear energy in Germany are coded here and range from accelerating the phasing-out of nuclear energy and maintaining the actual phasing-out plan (nuclear consensus) to decelerating and even revoking the phasing-out.

B17c Accelerating the phasing-out of nuclear energy

In this category are to be coded positions claiming an immediate or quicker shutdown of all nuclear plants in Germany.

E.g. „After a recent hazardous incident in the North-German nuclear power plant Krümmel the federal minister of environment Sigmar Gabriel claims a quicker phasing-out of nuclear energy“, „The minister of environment of Saarland Stefan Mörsdorf (CDU) claims shutting down faster all power plants of the type of Krümmel.“

Principles

Switching off nuclear plants is to be coded by 17c unless this is done as planned during the nuclear consensus/plan of phasing-out.

B17d Maintaining the actual phasing-out plans

In this category are to be coded positions insisting on maintaining the nuclear consensus in its actual form so that this allows all nuclear power plants to remain online until specific dates of shutting down which have been laid down by law.

E.g. „Trittin emphasizes that the Greens want to stick to the nuclear consensus.“

B17e Decelerating the phasing-out of nuclear energy

In this category are to be coded positions pleading for claiming an extension of the time until shutting down the nuclear power plants.

E.g. „Merkel reaffirms her claim of extending nuclear power plant lifetimes“, „Within the ranks of CDU/CSU an increasing distance to the nuclear consensus is visible“

B17f Revoking the phasing-out of nuclear energy

In this category are to be coded positions claiming to take back the phasing-out and to grant unlimited running times to the existing nuclear power plants and even to build new ones.

General statements as „pro nuclear energy“, „nuclear energy as bridging technology“ etc. are however not to be registered if the phasing-out is not mentioned (even implicitly).

E.g. „The deputy chair of the FDP Andreas Pinkwart has brought up the building of new nuclear power plants“, „Union and FDP show their open-mindedness towards a phasing-out from the phasing-out.“

Principles

If the new building of nuclear plants is mentioned, B17f is coded. The cancelling of the nuclear consensus is also coded by B17f.

For the variables B17c-f the following codes are applicable:

- | | |
|---|----------------------------|
| 0 | Position is not thematized |
| 1 | Position is thematized |

Thematization analysis (3): Reference points of the news story

B18a Does the news story refer to the Federal election 2009?

(Including the federal election campaign, *cf. list 1: codes 1200-1460*)

- | | |
|---|-----|
| 0 | No |
| 1 | Yes |

Principles

The reference to the election can be achieved by words and/or images.
Keywords are for example candidate, party program or federal election.
Every still so small/casual mention is coded as reference.

B18b Explicit reference to the TV debate

- | | |
|---|-----|
| 0 | No |
| 1 | Yes |

Principles

Every still so small reference to the German TV debates 2002, 2005 and 2009 is to be registered. B18b only refers to the TV debate of the top candidates.

B18c Explicit reference to survey results of the Federal election 2009

- | | |
|---|-----|
| 0 | No |
| 1 | Yes |

Principles

Every still so small mention of results of a German survey in the run-up to the federal election 2009 is to be registered. (This does not only apply to concrete figures but even to so called „trends“.) By this point only opinion surveys are understood.

B18d Central event as cause of reporting

00 None of the events from list 3

01-36 Event from list 3

Principles

An event from list 3 is considered as cause of reporting if it is the point of departure for the news story. (Therefore not every small mention is to be coded.)

An event can be coded as a central event as cause of reporting even if the reporting date does not correspond to the beginning of the event sequence mentioned in list 3 as the data in list 3 should only serve as a general orientation guide for the coders.

In identifying the cause of reporting, the coder has to answer the questions what has happened and why the broadcasting company has reported about it.

The aim of measurement here consists in analyzing if a certain event dominates the reporting of the day.

Not to be coded are eventual pegs/connecting passages at the beginning of the article ("Three weeks after the party congress ...").

Thematization analysis (4): German political actors

The appearance of political actors in different roles – institutional and other roles – is coded in this category. By ‚**institutional role**‘ we understand **the role within the governmental system** (e.g. mayor, Federal Minister, Federal President, member of the parliamentary party group, member of the State parliament, Member of the Federal parliament, Minister President, President of the *Bundesrat*, municipal councillor etc.). By ‚**governmental system**‘ we understand the political institutions at large and all political actors of the political system of Germany.

By ‚**other role**‘ we understand **all roles beyond the governmental system** (e.g. executive board/presiding committee, party leader, candidate, youth association etc.).

In order to identify the role to be coded, the coders have to look at the explicit role attributions (e.g. Chancellor Angela Merkel). If there is no explicit role attribution the coder has to take the setting of the role into account (e.g. „Yesterday Angela Merkel said in the Chancellor's office“ = Angela Merkel as Chancellor). If in reports from the federal parliament a specific party is mentioned, the parliamentary party group of the respective party is to be coded (institutional role)

If no explicit role can be identified with an actor, the variable for „other roles“ must be registered.

The identification of the respective role can be achieved by words and/or images.

Only actual roles have to be registered.

B19a Angela Merkel: Chancellor

B19b Angela Merkel: Other roles

B19c Other politicians or boards of the CDU: Institutional (roles)

B21d Other politicians or boards of the CDU, CDU in general: Other (roles)

B19e Karl-Theodor zu Guttenberg: Federal Minister for Economy and Technology

B19f Karl-Theodor zu Guttenberg: Other roles

B19g Other politicians or boards of the CSU: Institutional (roles)

B19h Other politicians or boards of the CSU, CSU in general: Other (roles)

B19i CDU/CSU in general

I.e. institutional and other roles

B19j Frank-Walter Steinmeier: Minister of Foreign Affairs

B19k Frank-Walter Steinmeier: Other roles

B19l Other politicians or boards of the SPD: Institutional (roles)

B19m Other politicians or boards of the SPD, SPD in general: Other (roles)

B19n Federal Government in general

Includes: synonyms as „Grand coalition“, „Cabinet“

In news stories referring to foreign policy, „Berlin“ and „Germany“ are always considered to be synonymous with the government.

Includes: government spokesperson

B19o	Guido Westerwelle: Leader of parliamentary party group
B19p	Guido Westerwelle: Other roles
B19q	Other politicians or boards of the FDP: Institutional (roles)
B19r	Other politicians or boards of the FDP, FDP in general: Other (roles)
B19s	Renate Künast: Leader of the parliamentary party group
B19t	Renate Künast: Other roles
B19u	Other politicians or boards of Bündnis 90/Die Grünen: Institutional (roles)
B19v	Other politicians or boards of Bündnis 90/Die Grünen, Bündnis 90/Die Grünen in general: Other (roles)
B19w	Oskar Lafontaine: Leader of parliamentary party group
B19x	Oskar Lafontaine: Other roles
B19y	Other politicians or boards of Die Linke: Institutional roles
B19z	Other politicians or boards of Die Linke, Die Linke in general: Other (roles)

For the variables B19a-z the following codes are applicable:

00	Does not occur
11	Appears in the first place and in sound bite
12	Appears in the first place and is quoted/thematized
21	Appears in the second/third etc. place and in sound bite
22	Appears in the second/third etc. place and is quoted/thematized

Principles and examples

When identifying the order of the mentioning all political actors are taken into account (list of actors: 1000-1800 as well as codes 3000-4000), so that a first-mentioned actor must not necessarily be registered. If there is a first-mentioned political actor who can not be registered by the variables B19 (for example Federal President, State Minister without mentioning the party, Federal Constitutional Court), this could lead to the registration from the second person up.

If a picture is placed above the text, the subtitle of the picture is examined to define the sequentially first named topic. If a picture is placed under the text or is integrated into the text, the text is to be examined first to define the sequentially first named actor and the picture afterwards.

When defining the sequentially first named topic, the headings will be examined independently from the size of the text in the following order: 1. first-order headline, 2. second-order headline, 3. subheadline.

Political actors who are thematized in both roles within one news story are to be registered in their institutional as well as in their other role. Example: If Angela Merkel is introduced as election campaigner (B19b), but is called „Chancellor“ during her campaign speech(19a), this is coded by B19b as well as B19a.

If an actor appears within one news story **in sound bite and quoted/thematized**, this will be coded with the variable for unmediated speech, i.e. code 11 prevails over code 12, code 21 prevails over code 22. Example: If Frank-Walter Steinmeier, Minister of Foreign Affairs, is first mentioned in the lead (code 12) and appears in sound bite in the respective news story after other actors (code 21), the variables for first-mentioning and unmediated speech will be combined so that variable 11 is coded, i.e. the codes even between the different groups codes are to be seen hierarchically. This applies even if there are different persons subsumed under the same code. Example: If SPD MP A is thematized as first person (code 12), SPD MP B appears afterwards in sound bite (code 21), this leads to a coding of B19I = 11.

Coding 11/21 „in sound-bite“ refers to literal quotes characterized by quotation marks. Coding 12 /22 „is quoted/thematized“ refers to indirect quotes and paraphrases. Proper names and official titles, for ex. of party programmes like the „Plan for Germany“, are not considered to be quotes even if they are set in inverted commas.

Furthermore mentioning of **party specific colours** is to be coded, i.e. mentioning of black-yellow must be registered by CDU/CSU and FDP.

Attention with the term „Grand coalition“: If it is to be considered as synonymous with Federal Government, it is coded only by B19n and not for CDU, CSU and SPD. Other coalition models are coded by the respective participating party. If a Grand coalition in a State is thematized, the corresponding parties in accordance to the respective State are coded, but not by B19n.

Federal Ministers as well as **Minister Presidents** of the States were registered with the respective party (institutional), even if the party is not mentioned explicitly. If the coder is not sure to which party the political actor belongs, it could be helpful to look into the *list 2: Actors*.

Ministries are not coded as Federal Government.

B19n **Federal Government** means only government, grand coalition, cabinet, government spokespersons and eventually Germany / Berlin. **Government circles** are also coded by B19n. „**Black-red**“ (on a federal level) is also meant to be a synonym for the Federal Government/grand coalition and is coded respectively.

If cross-party **institutional roles are assigned with an explicitly party specific attribute**, this is to be registered. Example: „The red Minister of Foreign Affairs“: B19j (Frank-Walter Steinmeier - Minister of Foreign Affairs) and B19k (Frank-Walter Steinmeier – other roles). If the chancellor of CDU is mentioned, it is coded as follows: B19a: Merkel as chancellor and B19b Merkel other roles, because she appears always as chancellor and as party political actor. The CDU is therefore to be seen as an attribute of Merkel (Merkel in a second role) and is not to be coded additionally as party. It is the same case for „Minister of SPD XY“ which is coded as B19l other politicians SPD institutional and B19m SPD others in general, since he appears on the one hand as Minister (institutional) and on the other hand as actor of the party. The SPD is therefore not to be seen as party as mentioned before with the CDU. That means that with composite actors it is important to code the two different roles of an actor (others + institutional) and not party and actor. (But this is not the case if for ex. the SPD government is mentioned.)

A **part of a party** (for ex. SPD as part of the grand coalition) is coded as party in other roles.

A „**People’s party**“ can be coded as the respective party if the context makes clear which party is meant. If the „**people’s parties**“ are mentioned, CDU and SPD are coded. (When defining the order of the three first named actors in the context of the coder rating they are however not taken into account as described below.)

Sole **mentions by name** of actors are considered as other roles and are coded respectively. Mentions like „she“ and „he“ are not coded as other actors.

If the party is added after mentioning of politicians by name, for ex. Federal Chancellor Merkel (CDU), the parties are not coded as actors because in this context they are considered to be attributes of politicians.

If in a text the **chancellor candidates** are mentioned even **without their names**, codes B19b (Angela Merkel: Other roles) and B19k (Frank-Walter Steinmeier: Other roles) as actors are used.

The term „**vice-chancellor**“ is coded by B19j „Steinmeier: Minister for Foreign Affairs“.

Roles that are **meant metaphorically** and are attributed by journalists (or other actors), for ex. ordinary seaman (in the sense of lightweight) or shadow boxer are not taken into account when defining the order of the mentioning.

In foreign political news stories „Berlin“ and „Germany“ are to be considered as synonymous with the Federal Government and therefore coded by B19n, if it is not only meant as geographic indication, but stands for actors in a foreign political context.

The „state“ as such is not to be equated with the Federal Government and is therefore never coded as such.

Partisans and voters of a certain party are not registered within the parties.

CDU and CSU are only registered separately if they are mentioned separately. If „CDU/CSU“ or „Union“ is mentioned, it is coded only by B19i. If „CDU and CSU“ is used in the sense of the union parties as a whole, it is also coded by B19i.

If a prospective coalition (for ex. „black-green“) or a past coalition is mentioned, CDU and CSU are coded as independent actors (other roles). However, if a coalition between Union and FDP is mentioned, the Union is coded as actor. For coalitions the codes 11/12 are attributed for both/several parties if they are named in connection (for ex. „black-green“ = 12 CDU; 12 CSU, 12 FDP).

Generally the coalition models must be unambiguously identifiable, otherwise they are not registered. A „left-left alliance“ for ex. is not unambiguously assigned and is therefore not coded. Prospective grand coalitions are coded as CDU, CSU and SPD if there is no reference to the grand coalition actually in power. If it is supposed that the grand coalition will be continued, the code B19n Federal Government is used.

Former federal chancellors are coded as belonging to the respective party (other roles) provided that they are still member of this party.

Deceased actors are not registered if they have been dead when the survey period started.

The Chancellor's Office will not be coded as Federal Government or Federal Chancellor Merkel.

The German armed forces are not registered in this category.

Coder rating: Overall tendency of the news story

By overall tendency of the news story we understand the impression – positive or negative – of certain parties, politicians or coalition constellations in federal political reference system if they appear as one of the first three actors of the list of variables B20a-B20o below in a news story.

This impression can be the consequence of **explicit evaluations** of the actor as such made by journalists or other quoted sources, of **explicit judgments of one or several of his acts** as success or failure, or of **rejection or support of the actor as such or one or several of his acts** (e.g. political individual decisions and their results, acts of communications, political style, policies, survey results).

The overall tendency is to be coded for the **first three actors** of the list below appearing in a news story. An exception can only be made with the union parties: if the union is mentioned, besides for the two actors CDU and CSU an overall tendency for two other actors is to be coded, i.e. the thematization of the union parties leads to the exceptional coding of four actors instead of three. If in the news story less than three actors of the list below are thematized, the overall tendency is only coded for $n < 3$.

For the coding a five-point-scale is used³: from „unambiguously positive“ (=1) to „unambiguously negative“ (=5). A news story is to be coded for an actor as „unambiguously positive“ (=1) resp. „unambiguously negative“ (=5), if it contains **exclusively positive resp. negative evaluations** on this actor and/or his actions (this does not imply that the news story deals exclusively or mainly with this actor). Neutral contents can also be included but none pointing in the opposite direction. If a news story contains **positive as well as negative evaluations**, it has to be coded „rather positive“ (=2) resp. „rather negative“ (=4) depending on the direction in which the tendency of the news story goes. If **positive and negative evaluations are evenly balanced**, i.e. are represented in more or less equal parts, the news story is to be coded „ambivalent/positive as well as negative“ (=3). If a tendency is not clearly visible, the news story is to be coded „neutral/no tendency“ (=9).

In assessing the news story equal weight is attributed to all evaluations on actors regardless of the actor's category, i.e. e.g. journalistic evaluations are equally important than evaluations expressed by other politicians; even self-evaluations are integrated into the rating.

Each actor is to be coded exclusively as such. His overall tendency has no impact on other actors (e.g. a negative evaluation of Frank-Walter Steinmeier does not imply that the news story is automatically positive for Angela Merkel).

³ When executing reliability tests on these variables, two reliabilities have been always calculated: (a) the reliability of the total scale, (b) the reliability of a three-point-scale on which the values „unambiguously positive“ and „rather positive“ on the one hand and unambiguously negative and rather negative on the other hand have been combined. The clear distinction between positive/ambivalent/negative is more important than the nuances „unambiguously“ and „rather“.

B20a	Angela Merkel
B20b	CDU
B20c	Karl-Theodor zu Guttenberg
B20d	CSU
B20e	Frank-Walter Steinmeier
B20f	SPD
B20g	Guido Westerwelle
B20h	FDP
B20i	Renate Künast
B20j	Bündnis 90/Die Grünen
B20k	Oskar Lafontaine
B20l	Die Linke
B20m	Coalition between CDU/CSU and FDP (black-yellow)
B20n	Grand coalition (CDU/CSU and SPD), federal Government
B20o	Coalition between SPD and Bündnis 90/Die Grünen (red-green)

For the variables B20a-o the following codes are applicable:

0	Actor is not thematized (as one of the first three actors)
1	Unambiguously positive
2	Rather positive
3	Ambivalent/positive as well as negative
4	Rather negative
5	Unambiguously negative
9	Neutral/no tendency

Principles of coding

Basically the rating objects are only coded if they appear in a **federal political context**, i.e. politicians and parties on a state/communal/local level are not coded in this category (with the exception below).

However it is important to note that **chancellor candidates** are always to be considered as federal political actors and an overall tendency is always to be registered for those actors if they appear as one of the first three actors in a news story. They are to be coded regardless of their role, i.e. e.g. even if Angela Merkel is named as chancellor, the overall tendency is to be coded for her.

If parties are thematized as one of the first three actors in connection with results of State elections (Saarland, Saxony, Thuringia) or of state-wide local elections (North Rhine-Westphalia) on the 30 August 2009 and their consequences (particularly processes of formation of government) as well as with scandals in the state or local policy or with dissolutions of government, they are coded exceptionally in a subnational context (state or local policy). If they appear in a context of pure state policy without visible connection with federal policy, they are never coded.

Moreover an overall tendency can only be coded for parties if they are **thematized explicitly** as a whole. It is not enough that actors of the respective parties are thematized in the news story. The appearance of the general secretary Hubertus Heil for example cannot be equated with an occurrence of the SPD, but the SPD must be thematized in a news story in order to retain the occurrence of the SPD and to code eventually an overall tendency. The tendency to be registered should only refer to the part of the news story in which the party is thematized in its entirety. The tendency for a SPD actor appearing in the same news story should not influence the tendency for the SPD. Party colours are also registered because they represent the whole party.

In order to code the overall tendency of a **coalition**, it is not sufficient that actors of the parties forming this coalition or the parties themselves are represented in a news story by words or images. The respective coalition must be thematized as a whole.

Coalitions should exclusively be coded in a federal political context.

With red-green coalition only a coalition between SPD and Bündnis90/Die Grünen is to be coded, not between SPD, Bündnis 90/Die Grünen and Linkspartei.

Other coalition models than B20m (CDU/CSU and FDP), B20n Grand coalition (CDU/CSU and SPD) and B20o (SPD and Bündnis 90/Die Grünen) are not taken into account when defining the order of the actors for B20a-o, so that also a red-red-green coalition will not be registered as

SPD, Die Linke and Bündnis 90/Die Grünen for the coder rating. Such a coalition is neglected when registering the three first named actors.

If the „people's parties“ are mentioned, CDU and SPD were not taken into account when defining the order of the three first named actors because it is not clear which party is mentioned in the first place.

The **federal government** (B20n) is only registered if it is named explicitly as government. Single ministers are not registered in this category. Government's spokespersons (contents) are taken into account when registering the evaluations for the federal government.

If **CDU/CSU** resp. the Union are named as one of the first three actors, B20b as well as B20d are coded. This naming is to be considered as a single actor, i.e. two others can be registered.

Federal Minister (except Steinmeier and Guttenberg as independent actors) are never registered under the Federal Government.

When defining the three first named actors, the headings will be examined independently from the size of the text in the following order: 1. first-order headline, 2. second-order headline, 3. subheadline. If a picture is placed above the text, the subtitle of the picture is examined to define the three first named actors. If a picture is placed under the text or is integrated into the text, the text is to be examined first to define the three first named actors and the picture afterwards.

Principles of tendency

In order to identify the overall tendency of a news story three sorts of indicators have to be taken into account:

(1) Evaluations:

This includes explicit judgments of journalists or sources quoted in the news story (e.g. other political actors) about the actor or one or several of his actions.

Example for a positive explicit judgment: *Frank-Walter Steinmeier⁴ is portrayed as a pleasant politician in a news story about his appearance in the Hall Meeting. In a news story Guttenberg's criticism referring to the Opel rescue plan is assessed as honest and courageous.*

Example for a negative explicit judgment: *Angela Merkel was supposed to have no interest in fighting the unemployment. A news story considers the plan for Germany of the SPD as a mere campaign promise. In a news story the Union parties are described as estranged.*

Principles

If an actor of the list is „accused“ to have done something, this is to be seen as negative evaluation regardless of the subject of the reproach.

If someone wants to „prevent“ a government / coalition, this is considered to be a normal campaign goal and is therefore no negative evaluation.

„Doubts“ are considered to be an evaluation.

(2) Support/rejection:

This includes explicit rejection or support of an actor or one or several of his actions.

Example for support (positive): *In a news story positive reactions of CDU partisans on a campaign appearance of Angela Merkel are witnessed. A news story reports that the SPD and the Greens enjoy the greatest support of voters. News story are about Angela Merkel extending her lead in the chancellor's candidature. A news story reports that Angela Merkel enjoys a high ranking in election surveys. A news story comments that the initiative of the SPD to limit the manager salaries meets widespread approval in the population.*

Examples for rejection (negative): *It is reported that the trade unions do not agree with the fiscal political suggestions of the FDP in its election manifesto. A news story suggests that a coalition between CDU/CSU and FDP would actually not obtain the majority of the population.*

Principles

The dynamic of a statement is to be taken into account. Only the actual statement is to be considered. For ex.: The SPD succeeds to raise the low numbers of the polls = positive.

A positive or negative coalition statement is no statement about support/rejection.

⁴ The direction of the tendency refers to the underlined actor respectively.

(3) *Success/failure:*

This includes explicit statements of journalists or sources quoted in the news story about one or several actions of the actor considered as success or failure.

Example for success (positive): *It is reported that Angela Merkel succeeded in convincing the French of the German position in the context of the European summit. It is reported that the Grand coalition has completed an enormous work load by adopting legislative packages and reforms. It is reported that the car scrappage premium decided by the Federal Government (i.e. the Grand coalition) has saved many car dealers from bankruptcy.*

Example for failure (negative): *A news story claims that the family policy of the CDU could not stop the dropping of the birth rate or even encouraged it.*

Principles

A simple acceptance or rejection of an application in the Federal parliament does not represent success or failure respectively and is therefore not registered in this category.

7 Lists

List 1: Issues⁵

Politics issues (Political process/process dimension)

1000 POLITICAL PROCESSES (POLITICS ISSUES)

1100 Field of political conflicts and scandals

- 1110 Political conflicts in general
Refers only to politics. Other conflicts, for ex. between industry and politics, are not registered in this category.
- 1111 Conflicts in the Federal Government in particular
- 1112 Inner party conflicts (incl. conflicts between CDU and CSU) in particular
- 1113 Conflicts between parties in particular
Includes: conflicts between „friendly“ parties resp. potential coalition partners, e.g. between CDU and FDP
- 1120 Political scandals in general
- 1121 Scandals in state politics in particular
- 1122 Scandals in federal politics in particular
- 1123 Special topic official car affair (Ulla Schmidt)
- 1124 Special topic outsourcing of drafting a bill regarding the rescue of banks to a law firm (Karl-Theodor zu Guttenberg)
- 1125 Special topic Rüttger's comments on Romanian workers

1200 Field of federal election campaign

This is the superordinated code for unspecific campaign reporting. Includes general forecasts for the election results if there is no reference to surveys (cf. 1290). Here are coded also campaign promises if they are not mentioned within a specific context (for ex. election programme)

- 1210 Election programmes/government programmes of parties in general
Election programmes are only coded if they are called explicitly or clearly identifiable as such. The so-called „Plan for Germany“ of the SPD is not registered in this category as he has an own policy code: 3890 Plan for Germany
- 1220 Election campaigns of parties in general
All reports about election campaigns are coded by 1220 to start with. Codes 1221-1224 are only applicable with explicit mention of the respective terms.
- 1221 Canvassing of parties in particular
- 1222 Campaign style of parties in particular
Thematization of the political culture, e.g. „negative Campaigning“, attack vs. evasion etc.
- 1223 Campaign organisation in particular (e.g. war-rooms, agencies involved in campaigns, portraits of spin-doctors or manager of the election campaigns)
- 1224 Campaign costs/expenses in particular
- 1225 Online campaigning of the parties (websites, Blogs, support platforms, social networking sites etc.)
- 1230 Campaign events in general
All reports about election campaign events are coded by 1230 to start with. Codes 1231-1235 are only applicable with explicit mention of the respective terms. („mass rally“, „electoral party convention“, „final rally“ etc.).
- 1231 Official kick-off dates for campaigns fixed by the parties in particular
- 1232 Large rallies of top candidates in particular
- 1233 Electoral/Special party conferences in particular

⁵ The coding scheme is based on Roller, Edeltraud (1991): *Ein analytisches Schema zur Klassifikation von Politikgehalten* (FS III 91-201). Berlin: Wissenschaftszentrum Berlin für Sozialforschung. It has been adjusted and up-dated to meet the special aims of this study.

- 1234 Final rallies of parties in particular
 1235 Protests/flash mobs at campaign events in particular
- 1240 TV campaign in general
 1241 TV debate of top candidates in particular
Incl. pre-/post-coverage
- 1242 Party leaders' TV debate („elephant round“) in particular
 1243 TV three-way fight of the opposition parties in particular
- 1250 Coalitions in general
 1251 Coalition statement in particular
Coalition statements must be uttered by party political actors in order to be coded in this category. In case of coalition speculations (for ex. by journalists) the superordinated code 1250 Coalitions is to be used.
- 1252 Special topic cooperation between SPD and Die Linke
 1253 Special topic cooperation between Bündnis 90/Die Grünen and Die Linke
 1254 Meetings of parties with possible coalition partners in particular
- 1260 Associations and campaign in general
 1261 Meetings of parties with alliance partners (trade unions, employers' associations) in particular
 1262 Statements of associations (e.g. trade unions, employers' associations) in particular
- 1270 Goals of the parties in the election (as regards election results) in general
- 1280 Election campaign strategies in general
 1281 Campaign for secondary (party-list) votes in particular
- 1290 Surveys in general
- 1300 Personnel proposals for ministerial posts in general
“Government team” is understood in the sense of shadow cabinet and therefore coded under this category in general. This is particularly true of all reports about the team of Steinmeier.
- 1400 Field of Federal election**
Includes election results of previous federal elections
- 1410 Voter turnout in general
- 1420 Direct mandates in general
- 1430 Overhang mandates in general
- 1440 Observation of elections by the OECD in general
- 1450 Electoral reform in general
- 1460 Admission of parties to elections in general
- 1500 Field of State or local elections and campaign**
- 1510 State elections and campaign in Brandenburg in general
- 1520 State elections and campaign in Saarland in general
- 1530 State elections and campaign in Saxony in general
- 1540 State elections and campaign in Schleswig-Holstein in general
 1541 Break within the coalition in Schleswig-Holstein in particular
- 1550 State elections and campaign in Thuringia in general

- 1551 Dismissal of minister president Althaus in particular
- 1560 Local elections and campaign in North Rhine-Westphalia in general
- 1570 Consequences of State and/or local election results on federal politics in general
- 1610 Last debate in the Bundestag/last government declaration in general**
- 1700 Others specific topic with reference to political processes**
Includes resolutions of the Bundestag / Bundesrat in general, i.e. not thematic, and also acts of state. Parliamentary committees of inquiry are also coded in this category.

Polity issues (Political structure/system dimension)

2000 POLITICAL STRUCTURES (POLITY ISSUES)

2010 Bureaucracy, civil service general

2020 Politicians' parliamentary allowance in general

2030 Lobbyism in general

2100 Field of form of government

2110 Democracy in general

2111 Discontent with bureaucracy in particular

2112 Greater say of citizens in particular

2113 Special topic direct democracy/plebiscites

2200 Field of formal institutions

Includes: Open Day of the Federal Government

2210 Say of the *Bundestag / Bundesrat* in policy-making of the EU in general

2300 Field of national principles of organisation

2310 Federalism in general

2400 Field of normative order

Unspecific comments on the political culture in Germany are coded in this category.

2410 Deterioration of values/moral standards in general

2420 Disenchantment with politics in general

2422 Criticism on parties as such in particular

2423 Criticism on politicians as such in particular

2424 Criticism on federal bodies as such in particular

2425 Criticism on political structures as such in particular (e.g. inertia, ruling with an iron hand)

2430 Criticism on society in general

2431 Lack of perspectives in particular

2432 Envy in particular

2433 Rapacity in particular

2434 Lack of social cohesion/solidarity in particular

2435 No equality of chances in particular

2440 National pride in general

2500 Other specific topic with reference to political structures

Here also "supervising nuclear authority".

Policy issues (Political contents/content dimension)

3000 POLITICAL CONTENTS (POLICY ISSUES)

3100 Field of foreign affairs

- 3110 Europe in general
- 3111 European Union/EU (as organisation) in particular
- 3112 Special topic accession of Turkey to the EU
- 3113 Special topic Lisbon treaty

- 3120 International organisations in general
- 3121 NATO in particular
- 3122 United Nations in particular
Includes: Ahmadinejad's comments about Israel at the UN general assembly (cf. however code 3180)
- 3123 Special topic International Court of Justice

- 3130 State visits in general
Not for state visits of German actors or in Germany, if the relations of Germany to the respective countries are thematized (cf. codes 3170-3173).

- 3140 Summit conferences in general
Includes: reports about G20 in Pittsburgh

- 3150 Bilateral and multilateral agreements in general

- 3160 International aid in general
- 3161 Development aid in particular

- 3170 Germany's role/position in the world in general
- 3171 Relations of Germany to other countries in particular
Here relations of Germany to all countries except from the United States, Russia and in Europe, even in occasion of state visits (cf. code 3130)
- 3172 Special topic relations of Germany to the United States
Even in occasion of state visits (cf. code 3130)
- 3173 Special topic relations of Germany to European countries
Even in occasion of state visits (cf. code 3130)
- 3174 Special topic relations of Germany to Russia
Even in occasion of state visits (cf. code 3130)
- 3175 Globalisation in particular

- 3180 International conflicts/wars in general
Includes: Middle East conflict and the conflict between Iran and Israel, but not Ahmadinejad's comments about Israel at the UN general assembly (cf. code 3122)
- 3181 Terrorism as an international problem/terrorist attacks outside of Germany in particular
- 3182 Special topic elections/popular uprising in Iran
- 3183 Special topic nuclear conflict with Iran
- 3184 Special topic NATO air-raids on Afghanistan
Even made by the German army

- 3190 Arms exports in general

- 3200 Treatment of human rights in general

- 3300 **Field of defence**
Includes: „Bombodrom“

- 3310 Armament, disarmament in general
- 3320 (World) peace in general
- 3330 German army in general
- 3331 International missions/missions abroad in particular
- 3332 Special topic deployment of the German army to combat piracy off the Somali coast
- 3333 Special topic deployment of the German army in Afghanistan
- 3400 Field of intern security/jurisdiction**
- 3410 Criminality/violence in general
- 3411 Criminality of immigrants in particular
- 3412 Terrorism in Germany/danger of terrorist attacks in Germany in particular
Includes: RAF, all legal proceedings against Al Qaeda in Germany
- 3413 Islamism in particular
- 3414 Right-wing extremism in particular
- 3415 Left-wing extremism in particular
- 3416 Corruption in particular
- 3417 Special topic politicians' corruption
- 3418 Special topic industrial corruption
- 3419 Rampages in particular
- 3420 Justice in general
Here: several and elder sentences
- 3421 Jurisdiction in particular
Here: a concrete, actual sentence
- 3422 Civil rights in particular
- 3423 Data protection in particular
- 3424 Special topic government surveillance
Includes: electronic eavesdropping, bugging operations etc.
- 3425 Gun laws in particular
- 3426 Violent computer games („killer games“) in particular
- 3500 Field of infrastructure**
- 3510 Transport policy in general
- 3511 Road traffic in particular
- 3512 Public passenger transport in particular
- 3513 Special topic price increases
- 3514 Special topic privatisations (e.g. German railway *Deutsche Bahn*)
- 3520 Energy policy in general
- 3521 Energy prices (for electricity/diesel/gas/oil/gasoline etc.) in particular
- 3522 Energy supply (e.g. dependency of Germany's energy supply from abroad) in particular
- 3523 Nuclear energy in particular
- 3524 Special topic phasing-out of nuclear energy
- 3525 Special topic Krümmel/Vattenfall
- 3526 Special topic final disposal
- 3527 Alternative/regenerative forms of energy (renewable) in particular
- 3528 Subsidies on carbon/open-cast mining in particular
- 3529 E-cars in particular
- 3530 Housing market in general
- 3531 House building in particular
- 3540 Postal and telecommunications in general
- 3550 Internet in general
Includes: internet criminality
- 3551 Locking of web sites in particular

3600 Field of environmental policy

3610 Environmental protection in general
3611 Environmental damages/pollution in particular
3612 Eco-tax in particular

3620 Protection of the climate in general
3621 Climate change in particular

3630 Nature conservation in general
3631 Natural disasters in particular

3640 Animal welfare in general

3700 Field of social policy

Here also public benefits/benefits of the welfare state if they are only mentioned in general.

3710 Family policy in general
3711 Marriages/families/civil partnerships in particular
3712 Special topic adoptions by same-sex couples
3713 Children in particular
3714 Special topic child care
3715 Special topic neglect of children

3720 Distributive justice in general
3721 Poverty in particular
3722 Special topic poverty of children
3723 Special topic poverty of older people
3724 Special topic income gap
3725 Social security in particular

3730 Equal treatment in general
3731 Women/equality in particular
3732 Handicapped in particular

3740 Seniors in general
3741 Pension in particular
3742 Special topic pension level
3743 Special topic pension guarantee
3744 Special topic taxation of pensions
3745 Special topic extension of working life/pension at the age of 67

3750 Immigration in general
Includes: naturalisation test

3751 Integration in particular
3752 Limitation of immigration in particular

3760 Health policy in general
3761 Nursing care (for older people) in particular
3762 Special topic long-term care insurance
3763 Reform of health care system in particular
3764 Special topic health fund
3765 Costs' explosion in health care system in particular
3766 Special topic contributions to the health insurance companies
3767 Benefits of health insurance companies in particular
3768 Special topic differences in benefits from a statutory or a private health insurance („two-class medical system“)
3769 Doctors' income in particular
3770 Epidemics in particular
3771 Special topic pandemic/swine flu

3800 Field of labour market policy

- 3810 Unemployment, unemployment rate in general
- 3811 Youth unemployment in particular
- 3812 Special topic shortage of training places
- 3813 Special topic job training pact

- 3820 Federal Labour Office (as organisation) in general

- 3830 Agenda 2010/Hartz IV in general

- 3840 Wage policy in general
- 3841 Wage level in particular
- 3842 Incidental wage costs in particular
- 3843 Short-time work in particular
- 3844 Reduction of wages in particular
- 3845 Minimum wage in particular

- 3850 Precarious working conditions (e.g. temporary work, fixed term contracts, internships) in general
- 3851 Marginal part time jobs („mini-jobs“) in particular
- 3852 Protection against dismissal in particular

- 3860 Industrial actions (strike actions)/collective bargaining/collective agreements in general

- 3870 Workplaces in general
- 3871 Downsizing in particular
- 3872 Special topic relocation of jobs abroad

- 3880 Shortage of highly skilled workers in general
- 3881 Emigration of qualified employees („brain-drain“) in particular

- 3890 Plan for Germany in general
If the real title „The work of tomorrow“ is mentioned instead of „Plan for Germany“, this is also coded in this category.

3900 Field of economic policy

- 3910 Economic situation in general
- 3911 Economic/financial and bank crisis in particular
- 3912 Special topic recession/economic downturn
- 3913 Special topic price level/inflation/deflation
- 3914 Special topic bad bank
- 3915 Special topic nationalization of banks
- 3916 Special topic government aid for banks
- 3917 Special topic banking supervision
- 3918 Special topic State banks
- 3919 Special topic specific banks (a.o. *Hypo Real Estate – HRE*)
- 3920 Special topic manager salaries and incentives
- 3921 Special topic responsibility of managers
- 3922 Special topic economic stimulus packages/boosts
- 3923 Special topic scrapping premium
- 3924 Industrial political overall concept in particular

- 3930 SME in general

- 3940 Insolvencies/bankruptcies in general
- 3941 Government aid/granting of credit/ guarantees for enterprises in particular
- 3942 Special topic Opel
- 3943 Special topic Arcandor (Karstadt-Quelle)

- 3950 Competition and anti-trust law in general

- 3960 Power of the industry in influencing politics in general
- 3970 Disposals/merger and acquisitions in general
- 3980 Subsidies in general
- 3990 Foreign trade/exports in general
- 4000 Consumers' protection in general
- 4010 Agricultural and forestry policy in general
Includes: debate about milk prices
- 4100 Field of educational policy**
- 4110 Preschool education in general
- 4120 School policy in general
Includes: discussion about the distribution of fruit in the schools
- 4121 All-day schools in particular
- 4122 PISA study in particular
- 4130 Higher education policy in general
- 4131 Teaching and study conditions/equipment of the universities in particular
- 4132 Tuition fees in particular
- 4140 Research policy in general
- 4150 Lifelong learning in general
- 4200 Field of cultural policy and leisure policy**
- 4210 Cultural policy in general
- 4211 Media policy in particular
- 4220 Sports and leisure activities in general
- 4300 Field of financial policy**
- 4310 Budgetary policy / national budget in general
- 4311 Restructuring and consolidating the budget in particular
- 4312 National deficit in particular
- 4313 New indebtedness in particular
- 4314 Privatization in particular
- 4320 Fiscal policy in general
Includes: all about tax havens, tax evasion
- 4321 Fiscal regime in particular
- 4322 Fiscal concepts/models/reform proposals in particular
- 4323 Special topic global financial transactions tax or Tobin tax
- 4324 Tax burden in particular
- 4325 Waste of tax money in particular
- 4326 Tax increases in particular
- 4327 Special topic increase in the VAT
- 4328 Tax cuts/„tax gifts“ in particular

4400 Field of East Germany

4410 Situation in East Germany in general

4420 Equalization of living standards/reconstruction East in general

4421 Solidarity supplement (*Soli*) in particular

4430 Westward migration in general

4440 Relics from GDR times/Stasi files in general

Includes: ex-Stasi collaborators

4500 Other specific topic with reference to political contents

List 2: Actors

Political institutions

- 1000 Federal President Horst Köhler (CDU)**
- 1100 Federal Government in general (incl. spokesperson)**
- 1101 Angela Merkel (Chancellor) (CDU)
- 1102 Frank-Walter Steinmeier (Federal Minister of Foreign Affairs) (SPD)
- 1103 Peer Steinbrück (Federal Minister of Finance) (SPD)
- 1104 Ursula von der Leyen (Federal Minister of Family Affairs, Senior Citizens, Women and Youth) (CDU)
- 1105 Karl-Theodor zu Guttenberg (Federal Minister of Economics and Technology) (CSU)
- 1106 Ulla Schmidt (Federal Minister of Health) (SPD)
- 1107 Wolfgang Schäuble (Federal Minister of the Interior) (CDU)
- 1108 Olaf Scholz (Federal Minister of Labour and Social Affairs) (SPD)
- 1109 Sigmar Gabriel (Federal Minister for Environment, Nature Conservation and Nuclear Safety) (SPD)
- 1110 Franz Josef Jung (Federal Minister of Defence) (CDU)
- 1111 Brigitte Zypries (Federal Minister of Justice) (SPD)
- 1112 Ilse Aigner (Federal Minister of Food, Agriculture and Consumer Protection) (CSU)
- 1113 Annette Schavan (Federal Minister of Education and Research) (CDU)
- 1114 Wolfgang Tiefensee (Federal Minister of Transport, Building and Urban Affairs) (SPD)
- 1115 Heidemarie Wieczorek-Zeul (Federal Minister of Economic Cooperation and Development) (SPD)
- 1116 Thomas de Maizière (Head of the Federal Chancellery and Federal Minister for Special Tasks)
- 1121 Federal Chancellery (incl. spokesperson)
- 1122 Federal Foreign Office (incl. spokesperson)
- 1123 Federal Ministry of Finance (incl. spokesperson)
- 1124 Federal Ministry of Family Affairs, Senior Citizens, Women and Youth (incl. spokesperson)
- 1125 Federal Ministry of Economics and Technology (incl. spokesperson)
- 1126 Federal Ministry of Health (incl. spokesperson)
A.o. Federal Government's commissioner on drug related issues
- 1127 Federal Ministry of the Interior (incl. spokesperson)
- 1128 Federal Ministry of Labour and Social Affairs (incl. spokesperson)
- 1129 Federal Ministry for Environment, Nature Conservation and Nuclear Safety (incl. spokesperson)
- 1130 Federal Ministry of Defence (incl. spokesperson)
- 1131 Other Federal Ministries (incl. spokesperson)
- 1141 The Federal Ministers belonging to CDU/CSU
- 1142 The CDU-Federal Ministers
- 1143 The CSU-Federal Ministers
- 1144 The SPD-Federal Ministers
- 1200 Coalitions in the Federal Government (executive coalitions)**
- 1210 Grand coalition (actual)
- 1220 Grand coalition (prospective)
- 1230 Red-green coalition (SPD/Grüne) (prospective)
- 1240 Red-red-green coalition (SPD/Linke/Grüne) (prospective)
- 1250 Red-yellow-green coalition (SPD/FDP/Grüne) (prospective)
- 1260 Red-yellow coalition / social liberal coalition (SPD/FDP) (prospective)
- 1270 Black-yellow coalition (CDU/CSU/FDP) (prospective)
- 1280 Black-green coalition (CDU/CSU/Grüne) (prospective)
- 1290 Black-yellow-green coalition (prospective)

- 1300 Bundestag in general**
Basically, „parliamentary party group in general“ means the parliamentary party group as a whole. Single members of the parliamentary party group are to be classified under „Executive committee of parliamentary group“ if a function within the executive committee is explicated. “. If an official function in the executive committee of the parliamentary party group is not mentioned, it has to be coded with „parliamentary party group – other members of parliament resp. organizational units“.
If a speaker is identified as part of “parliamentary party group” in the insert or lower third, he has to be coded with „member of parliamentary party group“. The parliamentary party group as a whole can only be cited or object of evaluation.
- 1310 **Parliamentary party groups of the governing coalition** in general (legislative coalition)
- 1320 **CDU/CSU-parliamentary party group** in general
 1321 CDU/CSU-leader of parliamentary party group Volker Kauder
 1322 CDU/CSU – executive committee of parliamentary party group in general
 1323 CDU/CSU-parliamentary party group – other members of parliament resp. organizational units
- 1330 **SPD-parliamentary party group** in general
 1331 SPD-leader of parliamentary party group Peter Struck
 1332 SPD – executive committee of parliamentary party group in general
 1333 SPD-parliamentary party group – other members of parliament resp. organizational units
- 1340 **Opposition parliamentary groups** in general
- 1350 **Bündnis 90/Die Grünen-parliamentary party group** in general
 1351 Bündnis 90/Die Grünen-leader of parliamentary party group Renate Künast
 1352 Bündnis 90/Die Grünen-leader of parliamentary party group Fritz Kuhn
 1353 Bündnis 90/Die Grünen – executive committee of parliamentary party group in general
 1354 Bündnis 90/Die Grünen – other members of parliament resp. organizational units
- 1360 **FDP-parliamentary party group** in general
 1361 FDP-leader of parliamentary party group Guido Westerwelle
 1362 FDP – executive committee of parliamentary party group in general
 1363 FDP-parliamentary party group – other members of parliament resp. organizational units
- 1370 **Die Linke-parliamentary party group** in general
 1371 Die Linke-leader of parliamentary party group Gregor Gysi
 1372 Die Linke-leader of parliamentary party group Oskar Lafontaine
 1373 Die Linke- executive committee of parliamentary party group in general
 1374 Die Linke-parliamentary party group – other members of parliament resp. organizational units
- 1380 **Other** (non-attached) members of parliament (Henry Nitzsche, Jörg Tauss, Gert Winkelmeier)
- 1400 Bundesrat in general**
- 1500 State governments in general**
- 1510 State governments lead by the SPD, *A-Länder* in the *Bundesrat*
 1520 State governments lead by the CDU/CSU, *B-Länder* in the *Bundesrat*
- 1530 State governments lead by the CDU/CSU (Baden-Württemberg, Bavaria, Hamburg, Hesse, Niedersachsen, North Rhine-Westphalia, Saarland, Saxony, Saxony-Anhalt, Schleswig-Holstein, Thuringia)
 1531 CDU/CSU minister presidents (Günther H. Oettinger/Baden-Württemberg, Horst Seehofer/Bavaria, Ole von Beust/Hamburg, Roland Koch/Hesse, Christian Wulff/Lower Saxony, Jürgen Rüttgers/North Rhine-Westphalia, Peter Müller/Saarland, Stanislaw Tillich/Saxony, Wolfgang Böhmer/Saxony-Anhalt, Peter Harry Carstensen/Schleswig-Holstein, Dieter Althaus/Thuringia)

- 1540 State governments lead by the SPD (Berlin, Brandenburg, Bremen, Mecklenburg-Vorpommern, Rhineland-Palatinate)
- 1541 Minister Presidents of the SPD (Klaus Wowereit/Berlin, Matthias Platzeck/Brandenburg, Jens Böhrnsen/Bremen, Harald Ringstorff/Mecklenburg-West Pomerania, Kurt Beck/Rhineland-Palatinate)
- 1551 State Ministers SPD
- 1552 State Ministers FDP
- 1553 State Ministers CDU
- 1554 State Ministers CSU
- 1555 State Ministers Bündnis 90/Die Grünen (herein GAL-Hamburg)
- 1556 State Ministers Die Linke
- 1600 State parliaments in general**
- 1610 State parliamentary group or members of SPD (if thematized in their function)
- 1620 State parliamentary group or members of Bündnis 90/Die Grünen (a.o. GAL-Hamburg) (if thematized in their function)
- 1630 State parliamentary group or members of CDU/CSU (if thematized in their function)
- 1640 State parliamentary group or members of FDP (if thematized in their function)
- 1650 State parliamentary group or members of Die Linke (if thematized in their function)
- 1660 Other State parliamentary group or members (if thematized in their function) (includes NPD, DVU, SSW)
- 1700 European parliament in general**
- 1710 MEPs SPD (German PASD representative)
- 1720 MEPs Grüne (German Grüne/EFA representative)
- 1730 MEPs CDU (German EVP-ED representative of CDU)
- 1740 MEPs CSU (German EVP-ED representative of CSU)
- 1750 MEPs FDP (German ALDE representative)
- 1760 MEPs Die Linke (German KVEL/NGL representative)
- 1800 Federal Constitutional Court [*Bundesverfassungsgericht*] (incl. organizational units and judges in office)**
- OTHER INSTITUTIONS**
- 2100 Federal Court of Auditors [*Bundesrechnungshof*]**
- 2200 German Federal Bank [*Deutsche Bundesbank*] (incl. Executive Board and President)**
- 2300 State banks**
- 2400 Federal Financial Supervisory Authority (BaFin)**
- 2500 Federal Statistical Office (destatis)**
- 2600 Statistical State Offices**
- 2700 Federal Employment Agency (BA)**
- 2800 German Council of Economic Experts**

PARTIES

Party members without special function are generally to be classified under „Other party politicians or subunits“.

3000 (The) Parties

3100 CDU/CSU as a whole in general

3200 CDU in general

- 3210 (CDU top candidate) Angela Merkel
- 3220 Boards of party leadership (steering committee, executive board) of CDU or their members (incl. honorary chairmen) (if stated explicitly)
- 3230 Special organisations and associations of CDU in general
- 3231 *Junge Union* [Young Union] (JU)
- 3232 *Frauenunion* [Christian Democratic Women's Union] (FU)
- 3233 Christian-Democratic Employees Association (CDA)
- 3234 Other special organisations and associations of CDU (if stated explicitly)
- 3240 Other politicians or subunits of CDU

3300 CSU in general

- 3310 (CSU top candidate) Peter Ramsauer
- 3320 Boards of party leadership (steering committee, executive board) of CSU or their members (incl. honorary chairmen) (if stated explicitly)
- 3330 Commissions or working groups of CSU in general
- 3331 *Junge Union Bayern* [Young Union of Bavaria], (JU)
- 3332 *Frauenunion* [Women's Union of CSU], (FU)
- 3333 *Mittelstands-Union* [Union for SME], (MU)
- 3334 Other commissions or working groups of CSU (if stated explicitly)
- 3340 Other politicians or subunits of CSU

3400 SPD in general

- 3410 (Top candidate) Frank-Walter Steinmeier
- 3420 Boards of party leadership (steering committee, executive board) of SPD or their members (incl. honorary chairmen) (if stated explicitly)
- 3430 Working groups and forums of SPD in general
- 3431 *Jusos* [youth organisation of the Social Democratic Party of Germany]
- 3432 Working Group of Social Democratic Women (ASF)
- 3433 *Arbeitsgemeinschaft für Arbeitnehmerfragen* [Working Group for Employees' Affairs] (AfA)
- 3434 Other working group or forum of SPD (if stated explicitly)
- 3440 Other politicians or subunits of SPD

3500 Team Steinmeier

- 3501 Manuela Schwesig (family affairs, youth, women and senior citizens)
- 3502 Carola Reimann (higher education and research)
- 3503 Andrea Nahles (education and integration)
- 3504 Ulrike Merten (defense)
- 3505 Dagmar Freitag (sports)
- 3506 Brigitte Zypries (justice)
- 3507 Thomas Oppermann (interior)
- 3508 Peer Steinbrück (finance and economics)
- 3509 Olaf Scholz (labor and social affairs)
- 3510 Harald Christ (SME)
- 3511 Barbara Hendricks (consumers' protection)
- 3512 Udo Folgart (agriculture)
- 3513 Heidemarie Wieczorek-Zeul (development)
- 3514 Sigmar Gabriel (environment)
- 3515 Karin Evers-Meyer (commissioner for the handicapped)
- 3516 Wolfgang Tiefensee (transport, building and urban affairs, new Länder)
- 3517 Barbara Kisseler (culture)
- 3518 Hubertus Heil (new media and media politics)
- 3519 Ulla Schmidt (health)

3600 Bündnis 90/Die Grünen

- 3610 (top candidate) Renate Künast
- 3620 (top candidate) Jürgen Trittin
- 3630 Boards of party leadership (steering committee, executive board) of Bündnis 90/Die Grünen or their members (incl. honorary chairmen) (if stated explicitly)
- 3640 Federal working groups of Bündnis 90/Die Grünen in general
- 3641 Grüne Jugend (Green Youth)
- 3642 *Bundesarbeitsgemeinschaft* [National Working Group] (BAG) of Bündnis 90/Die Grünen (if stated explicitly)
- 3650 Other politicians or subunit of Bündnis 90/Die Grünen

3700 FDP in general

- 3710 (top candidate) Guido Westerwelle
- 3720 Boards of party leadership (steering committee, executive board) of FDP or their members (incl. honorary chairmen) (if stated explicitly)
- 3730 Functional FDP organizational units in general
- 3731 *Junge Liberale* [Young Liberals] (JuLis)
- 3732 Other functional organizational unit of FDP (if stated explicitly)
- 3740 Other politicians or subunit of FDP

3800 Die Linke in general

- 3810 (top candidate) Gregor Gysi
- 3820 (top candidate) Oskar Lafontaine
- 3830 Boards of party leadership (steering committee, executive board) of Die Linke or their members (incl. honorary chairmen) (if stated explicitly)
- 3840 Associations of Die Linke in general
- 3841 *'solid* [youth organisation of Die Linke]
- 3842 Communist Platform
- 3843 Other association of Die Linke (if stated explicitly)
- 3850 Other politicians or subunit of Die Linke

3900 Piratenpartei in general

- 3910 Top candidates
- 3920 Boards of party leadership (executive board) of Piratenpartei or their members
- 3930 Other functional organizational unit of Piratenpartei
- 3940 Other subunit of Piratenpartei

4000 Other Party

INTERNATIONAL POLITICAL INSTITUTIONS

5100 The European Union (EU) in general

- 5110 European Commission
- 5120 European Council
- 5130 European Court of Justice
- 5140 European Central Bank (incl. Board of Directors and President)

5200 International Monetary Fund (IMF)

5300 World Bank

5400 Organisation for economic cooperation and development (OECD)

5500 United Nations (UN)

5600 Other international organisations

MEDIA

6100 Journalist(s) resp. Media

- 6110 Own medium
- 6120 Other medium

OTHER ACTORS

- 7100 Organised interests in general**
7110 Business/trade/employers' associations
7120 Trade unions
7130 NGOs, new social movements, i.e. peace movement, environmental protection organisations, protest movements such as anti-globalisation movement, anti-nuclear movement etc.
7140 Churches
7150 Other organised interests (if stated explicitly)
- 7200 Industry in general**
7210 Single enterprises (if stated explicitly)
- 7300 Institutes for economic research in general**
7310 Kiel Institute for the World Economy (IfW)
7320 Halle Institute for Economic Research (IWH)
7330 German Institute for Economic Research Berlin (DIW)
7340 Ifo Institute for Economic Research Munich (Ifo)
7350 Rhein-Westfälisches Institut für Wirtschaftsforschung Essen (RWI) [Institute for Economic Research of Rhine-Westphalia]
7360 Institute for Employment Research Nuremberg (IAB)
7370 Centre for European Economic Research Mannheim (ZEW)
7380 Other economic research institutes (if stated explicitly)
- 7400 Institutes for public opinion research in general**
7410 Infratest Dimap
7420 TNS emnid
7430 FORSA
7440 Forschungsgruppe Wahlen (FGW) [Institute for election research]
7450 Institut für Demoskopie [Institute for public opinion research] Allensbach (IfD)
7460 Other survey institutes (if stated explicitly)
- 7500 Experts/Scientists/Research Institutes** (excluding institutes for economic and public opinion research)
7510 Political scientists
7520 Economic scientists
- 7600 Citizens, voters, population**
e.g. Interviews with Joe Bloggs, demonstrations without visible spokesperson or organisers
- 7700 Foreign political actors**
e.g. Governments or politicians of foreign countries
- 7800 Other Actor**

List 3: Events

Code B18d	Beginning of event sequence	Event (sequence)
01	14.07.09	Closed conference of the CSU
02	17.07.09	Party congress of the CSU
03	23.07.09	Dissolution of the grand coalition in Schleswig-Holstein
04	26.07.09	Theft of the official car of Ulla Schmidt <i>Only news stories reporting specifically about the theft itself not about the affair afterwards</i>
05	28.07.09	Campaign conference of the SPD, Hannover
06	29.07.09	Closed conference of the SPD leaders in Potsdam
07	30.07.09	SPD presents the team Steinmeier
08	03.08.09	SPD presents the „plan for Germany“
09	04.08.09	First part of the summer tour of SPD chancellor candidate Steinmeier
10	12.08.09	Chancellery orders law to rescue banks
11	13.08.09	Second part of the summer tour of SPD chancellor candidate Steinmeier
12	14.08.09	Guttenberg's overall concept for industrial policy
13	17.08.09	Bündnis 90/Die Grünen start Germany tour of the top candidates
14	24.08.09	Merkel's diner with Ackermann in the chancellery
(15-19)		<i>State/local elections: Only the election itself and its results are taken into account. The election campaign and the talks about coalition/ formation of a government after the election are neglected.:</i>
15	30.08.09	The State elections on 30 August 2009
16	30.08.09	State election in Saarland
17	30.08.09	State election in Thuringia
18	30.08.09	State election in Saxony
19	30.08.09	Local elections in North Rhine-Westphalia
20	31.08.09	Kick-off event/Start of the hot phase of the election campaign SPD, Hannover
21	03.09.09	Thuringia's Minister president Althaus resigns
22	03.09.09	Kick-off event/Start of the hot phase of the election campaign FDP, Düsseldorf
23	04.09.09	Kick-off event/Start of the hot phase of the election campaign Die Linke, Frankfurt am Main
24	06.09.09	Kick-off event/Start of the hot phase of the election campaign CDU, Düsseldorf
25	13.09.09	TV debate of the chancellor candidates
26	14.09.09	TV debate of the opposition parties
27	15.09.09	Merkel's campaign tour with the chartered train „Rheingold-Express“
28	20.09.09	Extraordinary FDP party congress
29	25.09.09	G20 summit Pittsburgh
30	24.-26.09.09	Final rallies of the parties
31	24.09.09	Final rally: Bündnis 90/Die Grünen, Berlin
32	25.09.09	Final rally: Die Linke, Berlin
33	25.09.09	Final rally: SPD, Hannover
34	26.09.09	Final rally: CDU, Berlin
35	26.09.09	Final rally: CSU, Munich
36	26.09.09	Final rally: FDP, Cologne