

German Longitudinal
Election Study



GLES 2013 **Campaign Media Content Analysis,** **Print Media**

ZA5706, Version 1.0.0

Methodology Report

Please note: Working with GLES data

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Announcement of publication with GLES data

To gain an overview of the actual use of the data, we kindly request users of GLES data to inform us about publications that utilize those data (bibliographic notice, study no. of the used data set). Publications which are completely or partially based on GLES data will be listed in the official bibliography of GLES. In case of limited access to the publication (e.g. conference papers), we would highly appreciate it if you sent us a PDF-file or a print copy of your publication.

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Citation of GLES data

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1 Research problem, conception and methods of the study

1.1 Context of the study

The analysis of TV news 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 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 2013 which can be systematically combined with the survey data of the election study.

Period of observation

23 June to 21 September 2013 (90 days). In the period of observation each day was coded.

1.2 Case selection: Structure of the 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 election in Bavaria 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 Bavaria and Hesse which are only integrated into the sample if they had an explicit federal reference.

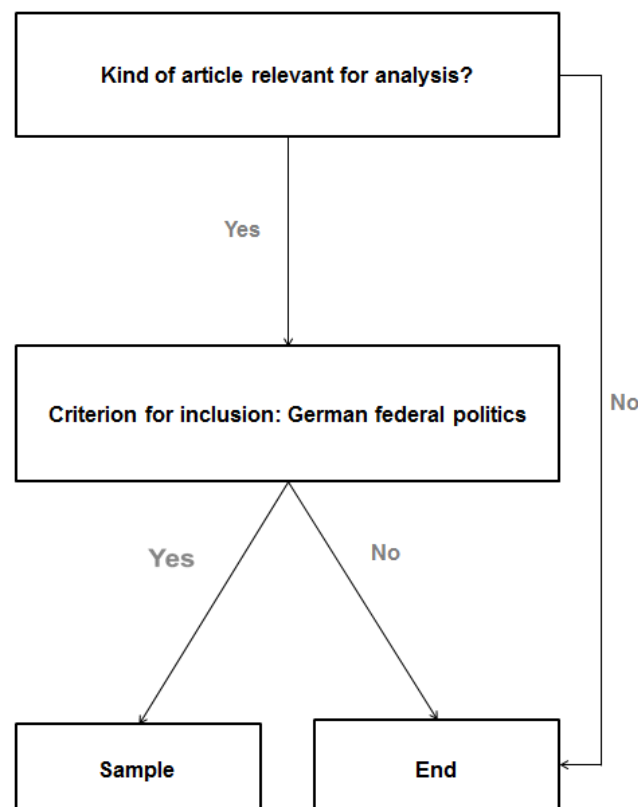
News stories that were not strictly speaking political were also only integrated into the sample if a German federal political actor appeared (*codes 1000-1400 on list 2: key plan actors*) so that their relevance with regard to the criterion of inclusion did not result from their topic but from their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

vealed 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
- 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 23 June and 21 September 2013 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	463
Number of articles relevant to the analysis (related to German federal politics)	2.403

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 the 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 reliability tests. The three current tests are shown in the following tables: in test 1 and in test 48 articles have been coded, in test 2 49 news stories have been included.

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 two coefficients were indicated respectively: Krippendorff's Alpha and the Holsti index.¹

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 (e.g. b19u). 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

Var.	Name	Cases	Cod. ¹	a ²	Holsti
b05	Journalistic stylistic form	145	1160/1160	.80	.90
b07	Presentation: pictures	145	525/1160	.96	.92

1 Number of coding non-zero 0 / overall number of coding.

2 Krippendorff's Alpha.

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

Var.	Name	Cases	Cod. ¹	α^2	Holsti
b09	German federal politics as main or secondary topic (or German political actors as main or secondary role)	145	1160/1160	.85	.96
b10	Main subject of the news story: politics, polity, policy issue?	145	1145/1160	.85	.92
b11	Reference to politics issues?	140	621/1120	.81	.88
	<i>Recode 0 = 0, 1 2 = 1</i>	140	621/1120	.86	.93
b12	If yes: politics issue	62	496/496	.77	.79
	<i>truncated</i>	62	496/496	.92	.95
b13	Reference to polity issues?	140	128/1120	.55	.91
	<i>Recode 0 = 0, 1 2 = 1</i>	140	128/1120	.58	.92
b14	If yes: polity issue	6	48/48	1	1
	<i>truncated</i>	6	48/48	1	1
b15	Reference to policy issues?	140	859/1120	.85	.91
	<i>Recode 0 = 0, 1 2 = 1</i>	140	859/1120	.91	.97
b16	If yes: policy issue	98	784/784	.74	.76
	<i>truncated</i>	98	784/784	.87	.89
b17a	Welfare-state services	140	91/1120	.64	.95
b17b	Fiscal policy	140	160/1120	.81	.95
b18a	Does the news story refer to the Federal election 2013?	145	547/1160	.84	.92
b18b	Explicit reference to the TV debate	145	89/1160	.89	.98
b18c	Explicit reference to survey results concerning the Federal election 2013	145	109/1160	.77	.96
b18d	Central event as cause of reporting	145	165/1160	.76	.94
b19a	Angela Merkel: chancellor	145	279/1160	.91	.96
	<i>Recoding: without differentiation concerning the order</i>	145	279/1160	.92	.97
	<i>Recoding: without differentiation sound bite/thematization</i>	145	279/1160	.93	.97
b19b	Angela Merkel: other roles	145	264/1160	.84	.94
	<i>Recoding: without differentiation concerning the order</i>	145	264/1160	.86	.95
	<i>Recoding: without differentiation sound bite/thematization</i>	145	264/1160	.88	.96
a/b	<i>Recoding: without differentiation of the role</i>	145	365/1160	.91	.95
b19c	Other politician or boards CDU: institutional (roles)	145	156/1160	.75	.94
	<i>Recoding: without differentiation concerning the order</i>	145	156/1160	.80	.95
	<i>Recoding: without differentiation sound bite/thematization</i>	145	156/1160	.78	.95
b19d	Other politicians or boards CDU, CDU in general: other (roles)	145	340/1160	.73	.87
	<i>Recoding: without differentiation concerning the order</i>	145	340/1160	.77	.90
	<i>Recoding: without differentiation sound bite/thematization</i>	145	340/1160	.75	.89

Var.	Name	Cases	Cod. ¹	α^2	Holsti
c/d	<i>Recoding: without differentiation of the role</i>	145	397/1160	.79	.89
b19e	Other politicians or boards CSU: institutional (roles)	145	110/1160	.79	.96
	<i>Recoding: without differentiation concerning the order</i>	145	110/1160	.81	.97
	<i>Recoding: without differentiation sound bite/thematization</i>	145	110/1160	.87	.98
b19f	Other politicians or boards CSU, CSU in general: other (roles)	145	212/1160	.71	.91
	<i>Recoding: without differentiation concerning the order</i>	145	212/1160	.73	.92
	<i>Recoding: without differentiation sound bite/thematization</i>	145	212/1160	.71	.91
e/f	<i>Recoding: without differentiation of the role</i>	145	297/1160	.76	.90
b19g	CDU/CSU in general	145	257/1160	.81	.93
	<i>Recoding: without differentiation concerning the order</i>	145	257/1160	.84	.95
	<i>Recoding: without differentiation sound bite/thematization</i>	145	257/1160	.81	.93
b19h	Rainer Brüderle: leader of parliamentary party group	145	8/1160	.75	1
	<i>Recoding: without differentiation concerning the order</i>	145	8/1160	.75	1
	<i>Recoding: without differentiation sound bite/thematization</i>	145	8/1160	.75	1
b19i	Rainer Brüderle: other roles	145	103/1160	.90	.98
	<i>Recoding: without differentiation concerning the order</i>	145	103/1160	.92	.99
	<i>Recoding: without differentiation sound bite/thematization</i>	145	103/1160	.94	.99
h/i	<i>Recoding: without differentiation of the role</i>	145	111/1160	.91	.99
b19j	Other politicians or boards FDP: institutional (roles)	145	114/1160	.80	.96
	<i>Recoding: without differentiation concerning the order</i>	145	114/1160	.81	.97
	<i>Recoding: without differentiation sound bite/thematization</i>	145	114/1160	.82	.97
b19k	Other politicians or boards FDP, FDP in general: other (roles)	145	316/1160	.86	.94
	<i>Recoding: without differentiation concerning the order</i>	145	316/1160	.88	.95
	<i>Recoding: without differentiation sound bite/thematization</i>	145	316/1160	.87	.94
j/k	<i>Recoding: without differentiation of the role</i>	145	377/1160	.90	.95
b19l	Federal Government in general	145	328/1160	.77	.90
	<i>Recoding: without differentiation concerning the order</i>	145	328/1160	.79	.91
	<i>Recoding: without differentiation sound bite/thematization</i>	145	328/1160	.78	.90
b19m	Peer Steinbrück: member of the German Federal Parliament	145	7/1160	.63	1
	<i>Recoding: without differentiation concerning the order</i>	145	7/1160	.73	1
	<i>Recoding: without differentiation sound bite/thematization</i>	145	7/1160	.73	1
b19n	Peer Steinbrück: other roles	145	171/1160	.85	.96
	<i>Recoding: without differentiation concerning the order</i>	145	171/1160	.88	.97
	<i>Recoding: without differentiation sound bite/thematization</i>	145	171/1160	.88	.97

Var.	Name	Cases	Cod. ¹	α^2	Holsti
m/n	<i>Recoding: without differentiation of the role</i>	145	171/1160	.86	.96
b19o	Other politicians or boards SPD: institutional (roles)	145	145/1160	.73	.94
	<i>Recoding: without differentiation concerning the order</i>	145	145/1160	.77	.95
	<i>Recoding: without differentiation sound bite/thematization</i>	145	145/1160	.81	.96
b19p	Other politicians or boards SPD, SPD in general: other (roles)	145	422/1160	.80	.89
	<i>Recoding: without differentiation concerning the order</i>	145	422/1160	.84	.92
	<i>Recoding: without differentiation sound bite/thematization</i>	145	422/1160	.85	.92
o/p	<i>Recoding: without differentiation of the role</i>	145	455/1160	.86	.92
b19q	Jürgen Trittin: leader of parliamentary party group	145	15/1160	.75	.99
	<i>Recoding: without differentiation concerning the order</i>	145	15/1160	.82	1
	<i>Recoding: without differentiation sound bite/thematization</i>	145	15/1160	.75	.99
b19r	Jürgen Trittin: other roles	145	79/1160	.90	.99
	<i>Recoding: without differentiation concerning the order</i>	145	79/1160	.92	.99
	<i>Recoding: without differentiation sound bite/thematization</i>	145	79/1160	.96	1
q/r	<i>Recoding: without differentiation of the role</i>	145	80/1160	.92	.99
b19s	Other politicians or boards Bündnis 90/ Die Grünen: institutional (roles)	145	79/1160	.72	.96
	<i>Recoding: without differentiation concerning the order</i>	145	79/1160	.74	.97
	<i>Recoding: without differentiation sound bite/thematization</i>	145	79/1160	.75	.97
b19t	Other politicians or boards Bündnis 90/ Die Grünen, Bündnis 90/ Die Grünen in general: other (roles)	145	380/1160	.87	.94
	<i>Recoding: without differentiation concerning the order</i>	145	380/1160	.88	.94
	<i>Recoding: without differentiation sound bite/thematization</i>	145	380/1160	.88	.95
s/t	<i>Recoding: without differentiation of the role</i>	145	411/1160	.91	.96
b19u	Gregor Gysi Fraktionsvorsitzender	145	8/1160	1	1
	<i>Recoding: without differentiation concerning the order</i>	145	8/1160	1	1
	<i>Recoding: without differentiation sound bite/thematization</i>	145	8/1160	1	1
b19v	Gregor Gysi: other roles	145	40/1160	.97	1
	<i>Recoding: without differentiation concerning the order</i>	145	40/1160	.97	1
	<i>Recoding: without differentiation sound bite/thematization</i>	145	40/1160	1	1
u/v	<i>Recoding: without differentiation of the role</i>	145	40/1160	.97	1
b19w	Other politicians or boards Die Linke: institutional (roles)	145	66/1160	.72	.97
	<i>Recoding: without differentiation concerning the order</i>	145	66/1160	.75	.97
	<i>Recoding: without differentiation sound bite/thematization</i>	145	66/1160	.76	.97
b19x	Other politicians or boards Die Linke, Die Linke in general: other (roles)	145	173/1160	.87	.97
	<i>Recoding: without differentiation concerning the order</i>	145	173/1160	.88	.97

Var.	Name	Cases	Cod. ¹	α^2	Holsti
	<i>Recoding: without differentiation sound bite/thematization</i>	145	173/1160	.88	.97
w/x	<i>Recoding: without differentiation of the role</i>	145	214/1160	.93	.98
b20a	Angela Merkel	145	307/1160	.94	.92
	<i>Recoding: three point scale</i>	145	307/1160	.94	.93
b20b	CDU	145	201/1160	.81	.92
	<i>Recoding: three point scale</i>	145	201/1160	.84	.92
b20c	CSU	145	163/1160	.83	.93
	<i>Recoding: three point scale</i>	145	163/1160	.85	.93
b20d	Peer Steinbrück	145	132/1160	.96	.97
	<i>Recoding: three point scale</i>	145	132/1160	.96	.97
b20e	SPD	145	222/1160	.86	.93
	<i>Recoding: three point scale</i>	145	222/1160	.88	.94
b20f	Rainer Brüderle	145	80/1160	.93	.98
	<i>Recoding: three point scale</i>	145	80/1160	.93	.98
b20g	FDP	145	154/1160	.92	.95
	<i>Recoding: three point scale</i>	145	154/1160	.93	.96
b20h	Jürgen Trittin	145	71/1160	.98	.98
	<i>Recoding: three point scale</i>	145	71/1160	.98	.98
b20i	Bündnis 90/Die Grünen	145	153/1160	.85	.93
	<i>Recoding: three point scale</i>	145	153/1160	.86	.94
b20j	Gregor Gysi	145	32/1160	1	.99
	<i>Recoding: three point scale</i>	145	32/1160	1	1
b20k	Die Linke	145	76/1160	.81	.97
	<i>Recoding: three point scale</i>	145	76/1160	.81	.97
b20l	Coalition CDU/CSU and FDP, federal government	145	270/1160	.83	.9
	<i>Recoding: three point scale</i>	145	270/1160	.84	.90
b20m	Grand Coalition (CDU/CSU und SPD)	145	56/1160	.85	.98
	<i>Recoding: three point scale</i>	145	56/1160	.85	.98
b20n	Coalition SPD and Bündnis 90/Die Grünen	145	86/1160	.91	.97
	<i>Recoding: three point scale</i>	145	86/1160	.91	.97

2.3 Results of the reliability tests – Values from the single tests

Coding of formal data at level of news stories

Var.	Name	Current test 1				Current test 2				Current test 3			
		Cases	Cod. ¹	a ²	Holsti	Cases	Cod. ¹	a ²	Holsti	Cases	Cod. ¹	a ²	Holsti
b05	Journalistic stylistic form	48	384/384	.80	.90	49	392/392	.81	.91	48	384/384	.77	.89
b07	Presentation: pictures	48	153/384	.98	.93	49	205/392	.94	.90	48	166/384	.97	.95

1 Number of coding non-zero 0 / overall number of coding.

2 Krippendorff's Alpha

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

Var.	Name	Current test 1				Current test 2				Current test 3			
		Cases	Cod. ¹	α^2	Holsti	Cases	Cod.1	α^2	Holsti	Cases	Cod. ¹	α^2	Holsti
b09	German federal politics as main or secondary topic (or German political actors as main or secondary role)	48	384/384	.87	.97	49	392/392	.85	.96	48	384/384	.83	.96
b10	Main subject of the news story: politics, polity, policy issue?	48	382/384	.83	.91	49	382/392	.86	.93	48	381/384	.86	.92
b11	Reference to politics issues?	46	187/368	.77	.87	47	196/376	.84	.90	47	238/376	.80	.88
	<i>Recode 0 = 0, 1 2 = 1</i>	46	187/368	.83	.91	47	196/376	.89	.94	47	238/376	.84	.93
b12	If yes: politics issue	17	136/136	.82	.82	22	176/176	.75	.79	23	184/184	.74	.77
	<i>truncated</i>	17	136/136	.94	.95	22	176/176	.85	.92	23	184/184	.98	.99
b13	Reference to polity issues?	46	52/368	.59	.90	47	43/376	.46	.89	47	33/376	.59	.93
	<i>Recode 0 = 0, 1 2 = 1</i>	46	52/368	.60	.91	47	43/376	.56	.91	47	33/376	.58	.93
b14	If yes: polity issue	2	16/16	1	1	3	24/24	1	1	1	8/8	1	1
	<i>truncated</i>	2	16/16	1	1	3	24/24	1	1	1	8/8	1	1
b15	Reference to policy issues?	46	296/368	.83	.91	47	280/376	.85	.92	47	283/376	.85	.91
	<i>Recode 0 = 0, 1 2 = 1</i>	46	296/368	.90	.97	47	280/376	.91	.96	47	283/376	.92	.97
b16	If yes: policy issue	34	272/272	.76	.77	32	256/256	.71	.74	32	256/256	.74	.76
	<i>truncated</i>	34	272/272	.84	.87	32	256/256	.87	.89	32	256/256	.90	.92
b17a	Welfare-state services	46	26/368	.53	.94	47	23/376	.66	.96	47	42/376	.70	.94
b17b	Fiscal policy	46	41/368	.84	.97	47	48/376	.72	.94	47	71/376	.86	.95
b18a	Does the news story refer to the Federal election 2013?	48	149/384	.80	.90	49	167/392	.83	.92	48	231/384	.87	.94
b18b	Explicit reference to the TV debate	48	27/384	.88	.98	49	17/392	.94	1	48	45/384	.87	.97

Var.	Name	Current test 1				Current test 2				Current test 3			
		Cases	Cod. ¹	α^2	Holsti	Cases	Cod.1	α^2	Holsti	Cases	Cod. ¹	α^2	Holsti
b18c	Explicit reference to survey results concerning the Federal election 2013	48	27/384	.69	.96	49	23/392	.81	.98	48	59/384	.79	.94
b18d	Zentrales Ereignis als Berichterstattungs-anlass	48	63/384	.87	.96	49	42/392	.60	.92	48	60/384	.77	.94
b19a	Angela Merkel: chancellor	48	54/384	.88	.97	49	101/392	.87	.95	48	124/384	.94	.97
	<i>Recoding: without differentiation concerning the order</i>	48	54/384	.90	.98	49	101/392	.89	.96	48	124/384	.94	.97
	<i>Recoding: without differentiation sound bite/thematization</i>	48	54/384	.90	.98	49	101/392	.91	.96	48	124/384	.96	.98
b19b	Angela Merkel: other roles	48	64/384	.88	.96	49	75/392	.79	.93	48	125/384	.83	.92
	<i>Recoding: without differentiation concerning the order</i>	48	64/384	.91	.98	49	75/392	.83	.95	48	125/384	.84	.93
	<i>Recoding: without differentiation sound bite/thematization</i>	48	64/384	.89	.97	49	75/392	.86	.95	48	125/384	.88	.94
a/b	<i>Recoding: without differentiation of the role</i>	48	86/384	.89	.96	49	128/392	.91	.95	48	151/384	.91	.95
b19c	Other politician or boards CDU: institutional (roles)	48	47/384	.82	.96	49	29/392	.62	.95	48	80/384	.75	.91
	<i>Recoding: without differentiation concerning the order</i>	48	47/384	.91	.98	49	29/392	.62	.95	48	80/384	.79	.93
	<i>Recoding: without differentiation sound bite/thematization</i>	48	47/384	.84	.96	49	29/392	.65	.95	48	80/384	.78	.93
b19d	Other politicians or boards CDU, CDU in general: other (roles)	48	101/384	.76	.90	49	77/392	.69	.90	48	162/384	.72	.83
	<i>Recoding: without differentiation concerning the order</i>	48	101/384	.79	.91	49	77/392	.71	.90	48	162/384	.77	.87
	<i>Recoding: without differentiation sound bite/thematization</i>	48	101/384	.78	.91	49	77/392	.69	.90	48	162/384	.75	.86
c/d	<i>Recoding: without differentiation of the role</i>	48	120/384	.84	.92	49	95/392	.73	.89	48	182/384	.78	.86
b19e	Other politicians or boards CSU: institutional (roles)	48	36/384	.86	.97	49	36/392	.75	.96	48	38/384	.75	.95
	<i>Recoding: without differentiation concerning the order</i>	48	36/384	.86	.97	49	36/392	.77	.96	48	38/384	.79	.96
	<i>Recoding: without differentiation sound bite/thematization</i>	48	36/384	.89	.98	49	36/392	.87	.98	48	38/384	.85	.97
b19f	Other politicians or boards CSU, CSU in general: other (roles)	48	48/384	.59	.91	49	55/392	.68	.92	48	109/384	.76	.89

Var.	Name	Current test 1				Current test 2				Current test 3			
		Cases	Cod. ¹	α^2	Holsti	Cases	Cod.1	α^2	Holsti	Cases	Cod. ¹	α^2	Holsti
	<i>Recoding: without differentiation concerning the order</i>	48	48/384	.61	.91	49	55/392	.68	.92	48	109/384	.81	.92
	<i>Recoding: without differentiation sound bite/thematization</i>	48	48/384	.59	.91	49	55/392	.68	.92	48	109/384	.78	.90
e/f	<i>Recoding: without differentiation of the role</i>	48	73/384	.75	.92	49	86/392	.77	.92	48	138/384	.76	.87
b19g	CDU/CSU in general	48	68/384	.84	.95	49	91/392	.79	.92	48	98/384	.80	.91
	<i>Recoding: without differentiation concerning the order</i>	48	68/384	.89	.97	49	91/392	.81	.93	48	98/384	.84	.94
	<i>Recoding: without differentiation sound bite/thematization</i>	48	68/384	.84	.95	49	91/392	.81	.93	48	98/384	.79	.91
b19h	Rainer Brüderle: leader of parliamentary party group	48	8/384	.75	.99	49	0/392	-	-	48	0/384	-	-
	<i>Recoding: without differentiation concerning the order</i>	48	8/384	.75	.99	49	0/392	-	-	48	0/384	-	-
	<i>Recoding: without differentiation sound bite/thematization</i>	48	8/384	.75	.99	49	0/392	-	-	48	0/384	-	-
b19i	Rainer Brüderle: other roles	48	16/384	.78	.98	49	56/392	.90	.98	48	31/384	.94	.99
	<i>Recoding: without differentiation concerning the order</i>	48	16/384	.87	.99	49	56/392	.92	.98	48	31/384	.94	.99
	<i>Recoding: without differentiation sound bite/thematization</i>	48	16/384	.78	.98	49	56/392	.97	.99	48	31/384	.97	1
h/i	<i>Recoding: without differentiation of the role</i>	48	24/384	.91	.99	49	56/392	.90	.98	48	31/384	.94	.99
b19j	Other politicians or boards FDP: institutional (roles)	48	46/384	.72	.94	49	39/392	.92	.99	48	29/384	.74	.96
	<i>Recoding: without differentiation concerning the order</i>	48	46/384	.72	.94	49	39/392	.92	.99	48	29/384	.79	.97
	<i>Recoding: without differentiation sound bite/thematization</i>	48	46/384	.74	.94	49	39/392	.94	.99	48	29/384	.78	.97
b19k	Other politicians or boards FDP, FDP in general: other (roles)	48	84/384	.81	.93	49	110/392	.84	.93	48	122/384	.90	.95
	<i>Recoding: without differentiation concerning the order</i>	48	84/384	.84	.94	49	110/392	.86	.94	48	122/384	.92	.96
	<i>Recoding: without differentiation sound bite/thematization</i>	48	84/384	.82	.93	49	110/392	.87	.94	48	122/384	.90	.95
j/k	<i>Recoding: without differentiation of the role</i>	48	109/384	.91	.95	49	135/392	.89	.94	48	131/384	.90	.95

Var.	Name	Current test 1				Current test 2				Current test 3			
		Cases	Cod. ¹	α^2	Holsti	Cases	Cod.1	α^2	Holsti	Cases	Cod. ¹	α^2	Holsti
b19l	Federal Government in general	48	113/384	.79	.90	49	72/392	.77	.93	48	143/384	.74	.86
	<i>Recoding: without differentiation concerning the order</i>	48	113/384	.79	.91	49	72/392	.79	.93	48	143/384	.78	.89
	<i>Recoding: without differentiation sound bite/thematization</i>	48	113/384	.79	.90	49	72/392	.79	.93	48	143/384	.76	.87
b19m	Peer Steinbrück: member of the German Federal Parliament	48	0/384	-	-	49	0/392	-	-	48	7/384	.63	.99
	<i>Recoding: without differentiation concerning the order</i>	48	0/384	-	-	49	0/392	-	-	48	7/384	.73	.99
	<i>Recoding: without differentiation sound bite/thematization</i>	48	0/384	-	-	49	0/392	-	-	48	7/384	.73	.99
b19n	Peer Steinbrück: other roles	48	44/384	.82	.96	49	31/392	.87	.98	48	96/384	.84	.94
	<i>Recoding: without differentiation concerning the order</i>	48	44/384	.88	.98	49	31/392	.87	.98	48	96/384	.87	.95
	<i>Recoding: without differentiation sound bite/thematization</i>	48	44/384	.83	.96	49	31/392	.91	.99	48	96/384	.90	.96
m/n	<i>Recoding: without differentiation of the role</i>	48	44/384	.82	.96	49	31/392	.87	.98	48	96/384	.86	.93
b19o	Other politicians or boards SPD: institutional (roles)	48	48/384	.86	.97	49	32/392	.69	.95	48	65/384	.64	.89
	<i>Recoding: without differentiation concerning the order</i>	48	48/384	.93	.99	49	32/392	.71	.96	48	65/384	.68	.91
	<i>Recoding: without differentiation sound bite/thematization</i>	48	48/384	.88	.97	49	32/392	.84	.98	48	65/384	.73	.92
b19p	Other politicians or boards SPD, SPD in general: other (roles)	48	154/384	.83	.9	49	103/392	.83	.93	48	165/384	.76	.85
	<i>Recoding: without differentiation concerning the order</i>	48	154/384	.87	.93	49	103/392	.84	.94	48	165/384	.81	.89
	<i>Recoding: without differentiation sound bite/thematization</i>	48	154/384	.87	.93	49	103/392	.85	.94	48	165/384	.83	.90
o/p	<i>Recoding: without differentiation of the role</i>	48	155/384	.90	.933	49	123/392	.87	.94	48	174/384	.82	.87
b19q	Jürgen Trittin: leader of parliamentary party group	48	1/384	0	1	49	6/392	.71	.99	48	8/384	.87	1
	<i>Recoding: without differentiation concerning the order</i>	48	1/384	0	1	49	6/392	.71	.99	48	8/384	1	1
	<i>Recoding: without differentiation sound bite/thematization</i>	48	1/384	0	1	49	6/392	.71	.99	48	8/384	.87	1

Var.	Name	Current test 1				Current test 2				Current test 3			
		Cases	Cod. ¹	α^2	Holsti	Cases	Cod.1	α^2	Holsti	Cases	Cod. ¹	α^2	Holsti
b19r	Jürgen Trittin: other roles	48	15/384	.93	1	49	32/392	.91	.99	48	32/384	.86	.98
	<i>Recoding: without differentiation concerning the order</i>	48	15/384	.93	1	49	32/392	.94	.99	48	32/384	.90	.99
	<i>Recoding: without differentiation sound bite/thematization</i>	48	15/384	.93	1	49	32/392	.97	1	48	32/384	.97	1
q/r	<i>Recoding: without differentiation of the role</i>	48	16/384	1	1	49	32/392	.91	.99	48	32/384	.90	.98
b19s	Other politicians or boards Bündnis 90/ Die Grünen: institutional (roles)	48	23/384	.83	.98	49	28/392	.72	.96	48	28/384	.64	.95
	<i>Recoding: without differentiation concerning the order</i>	48	23/384	.83	.98	49	28/392	.72	.96	48	28/384	.67	.96
	<i>Recoding: without differentiation sound bite/thematization</i>	48	23/384	.87	.99	49	28/392	.72	.96	48	28/384	.68	.96
b19t	Other politicians or boards Bündnis 90/ Die Grünen, Bündnis 90/ Die Grünen in general: other (roles)	48	118/384	.85	.93	49	109/392	.85	.94	48	153/384	.89	.94
	<i>Recoding: without differentiation concerning the order</i>	48	118/384	.87	.94	49	109/392	.87	.95	48	153/384	.90	.95
	<i>Recoding: without differentiation sound bite/thematization</i>	48	118/384	.88	.94	49	109/392	.87	.95	48	153/384	.90	.95
s/t	<i>Recoding: without differentiation of the role</i>	48	128/384	.89	.94	49	119/392	.94	.97	48	164/384	.92	.95
b19u	Gregor Gysi Fraktionsvorsitzender	48	8/384	1	1	49	0/392	-	-	48	0/384	-	-
	<i>Recoding: without differentiation concerning the order</i>	48	8/384	1	1	49	0/392	-	-	48	0/384	-	-
	<i>Recoding: without differentiation sound bite/thematization</i>	48	8/384	1	1	49	0/392	-	-	48	0/384	-	-
b19v	Gregor Gysi: other roles	48	8/384	1	1	49	24/392	.96	1	48	8/384	1	1
	<i>Recoding: without differentiation concerning the order</i>	48	8/384	1	1	49	24/392	.96	1	48	8/384	1	1
	<i>Recoding: without differentiation sound bite/thematization</i>	48	8/384	1	1	49	24/392	1	1	48	8/384	1	1
u/v	<i>Recoding: without differentiation of the role</i>	48	8/384	1	1	49	24/392	.96	1	48	8/384	1	1
b19w	Other politicians or boards Die Linke: institutional (roles)	48	17/384	.72	.98	49	29/392	.69	.96	48	20/384	.76	.98

Var.	Name	Current test 1				Current test 2				Current test 3			
		Cases	Cod. ¹	α^2	Holsti	Cases	Cod.1	α^2	Holsti	Cases	Cod. ¹	α^2	Holsti
	<i>Recoding: without differentiation concerning the order</i>	48	17/384	.72	.98	49	29/392	.75	.97	48	20/384	.76	.98
	<i>Recoding: without differentiation sound bite/thematization</i>	48	17/384	.76	.98	49	29/392	.72	.96	48	20/384	.80	.98
b19x	Other politicians or boards Die Linke, Die Linke in general: other (roles)	48	50/384	.87	.97	49	67/392	.82	.95	48	56/384	.92	.98
	<i>Recoding: without differentiation concerning the order</i>	48	50/384	.87	.97	49	67/392	.85	.96	48	56/384	.92	.98
	<i>Recoding: without differentiation sound bite/thematization</i>	48	50/384	.87	.97	49	67/392	.86	.96	48	56/384	.92	.98
w/x	<i>Recoding: without differentiation of the role</i>	48	63/384	.93	.98	49	88/392	.91	.97	48	63/384	.95	.99
b20a	Angela Merkel	48	72/384	.90	.93	49	111/392	.95	.95	48	124/384	.95	.90
	<i>Recoding: three point scale</i>	48	72/384	.89	.94	49	111/392	.96	.96	48	124/384	.95	.90
b20b	CDU	48	56/384	.78	.92	49	68/392	.93	.95	48	77/384	.71	.89
	<i>Recoding: three point scale</i>	48	56/384	.77	.92	49	68/392	.94	.95	48	77/384	.78	.90
b20c	CSU	48	40/384	.79	.93	49	73/392	.90	.94	48	50/384	.78	.92
	<i>Recoding: three point scale</i>	48	40/384	.79	.94	49	73/392	.91	.94	48	50/384	.81	.93
b20d	Peer Steinbrück	48	45/384	.92	.95	49	16/392	1	.99	48	71/384	.98	.97
	<i>Recoding: three point scale</i>	48	45/384	.93	.95	49	16/392	1	.99	48	71/384	.98	.98
b20e	SPD	48	87/384	.77	.92	49	61/392	.94	.97	48	74/384	.87	.91
	<i>Recoding: three point scale</i>	48	87/384	.82	.92	49	61/392	.95	.97	48	74/384	.88	.93
b20f	Rainer Brüderle	48	16/384	1	1	49	53/392	.93	.96	48	11/384	.80	.98
	<i>Recoding: three point scale</i>	48	16/384	1	1	49	53/392	.94	.96	48	11/384	.81	.98
b20g	FDP	48	50/384	.95	.95	49	49/392	.98	.97	48	55/384	.85	.93
	<i>Recoding: three point scale</i>	48	50/384	.95	.95	49	49/392	.97	.97	48	55/384	.86	.94

Var.	Name	Current test 1				Current test 2				Current test 3			
		Cases	Cod. ¹	α^2	Holsti	Cases	Cod.1	α^2	Holsti	Cases	Cod. ¹	α^2	Holsti
b20h	Jürgen Trittin	48	16/384	1	.98	49	31/392	.96	.97	48	24/384	1	.98
	<i>Recoding: three point scale</i>	48	16/384	1	.98	49	31/392	.96	.98	48	24/384	1	.98
b20i	Bündnis 90/Die Grünen	48	74/384	.79	.89	49	31/392	.81	.96	48	48/384	.95	.94
	<i>Recoding: three point scale</i>	48	74/384	.82	.90	49	31/392	.81	.96	48	48/384	.95	.95
b20j	Gregor Gysi	48	8/384	1	1	49	16/392	1	1	48	8/384	1	.99
	<i>Recoding: three point scale</i>	48	8/384	1	1	49	16/392	1	1	48	8/384	1	.99
b20k	Die Linke	48	37/384	.81	.95	49	37/392	.83	.97	48	2/384	.14	.99
	<i>Recoding: three point scale</i>	48	37/384	.82	.95	49	37/392	.82	.97	48	2/384	.14	.99
b20l	Coalition CDU/CSU and FDP, federal government	48	94/384	.80	.91	49	56/392	.87	.94	48	120/384	.81	.85
	<i>Recoding: three point scale</i>	48	94/384	.82	.91	49	56/392	.89	.94	48	120/384	.81	.86
b20m	Grand Coalition (CDU/CSU und SPD)	48	7/384	.85	1	49	13/392	.82	.99	48	36/384	.84	.95
	<i>Recoding: three point scale</i>	48	7/384	.85	1	49	13/392	.84	.99	48	36/384	.84	.95
b20n	Coalition SPD and Bündnis 90/Die Grünen	48	22/384	.74	.96	49	8/392	1	1	48	56/384	.96	.95
	<i>Recoding: three point scale</i>	48	22/384	.75	.91	49	8/392	1	1	48	56/384	.95	.95

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
cod_asg	Coder-ID news paper edition

2. Analysis of the news stories

Formal data

id_bei	ID of the news story
cod_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 the 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
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2b: Thematization of positions in the debate about taxes and duties

b17b	Fiscal policy
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Thematization analysis (3): Reference points of the news story

b18a	Does the news story refer to the Federal election 2013?
b18b	Explicit reference to the TV debate
b18c	Explicit reference to survey results concerning the Federal election 2013
b18d	Central event as cause of reporting

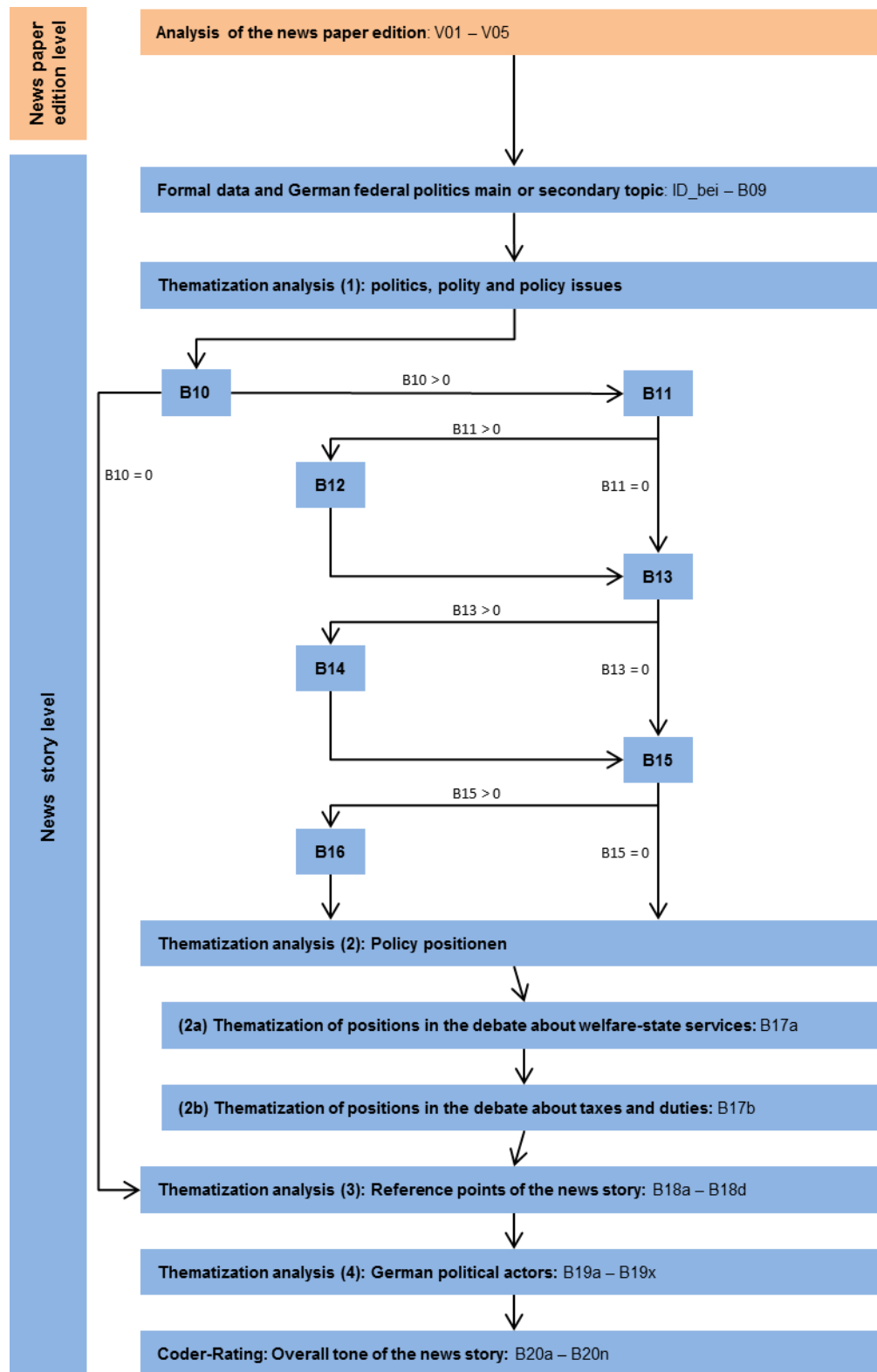
Thematization analysis (4): German political actors

b19a	Angela Merkel: chancellor
b19b	Angela Merkel: other roles
b19c	Other politician or boards CDU: institutional (roles)
b19d	Other politicians or boards CDU, CDU in general: other (roles)
b19e	Other politicians or boards CSU: institutional (roles)
b19f	Other politicians or boards CSU, CSU in general: other (roles)
b19g	CDU/CSU in general
b19h	Rainer Brüderle: leader of parliamentary party group
b19i	Rainer Brüderle: other roles
b19j	Other politicians or boards FDP: institutional (roles)
b19k	Other politicians or boards FDP, FDP in general: other (roles)
b19l	Federal Government in general
b19m	Peer Steinbrück: member of the German Federal Parliament
b19n	Peer Steinbrück: other roles
b19o	Other politicians or boards SPD: institutional (roles)
b19p	Other politicians or boards SPD, SPD in general: other (roles)
b19q	Jürgen Trittin: leader of parliamentary party group
b19r	Jürgen Trittin: other roles
b19s	Other politicians or boards Bündnis 90/Die Grünen: institutional (roles)
b19t	Other politicians or boards Bündnis 90/Die Grünen, Bündnis 90/Die Grünen in general: other (roles)
b19u	Gregor Gysi: leader of parliamentary party group
b19v	Gregor Gysi: other roles
b19w	Other politicians or boards Die Linke: institutional (roles)
b19x	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	CSU
b20d	Peer Steinbrück
b20e	SPD
b20f	Rainer Brüderle
b20g	FDP
b20h	Jürgen Trittin
b20i	Bündnis 90/Die Grünen
b20j	Gregor Gysi
b20k	Die Linke
b20l	Coalition CDU/CSU and FDP, federal government
b20m	Grand Coalition (CDU/CSU and SPD)
b20n	Coalition SPD and Bündnis 90/Die Grünen

4 Overview of variables' structure and filtering



5 Code plan

1. Analysis of the news paper editions

Formal data

id_asg	ID of the 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
13	2013
v04	Month
6	June
7	July
8	August
9	September
v05	Day
01	
...	
31	
cod_asg	Coder-ID news paper edition
09	Lena Schackmann

2. Analysis of the news stories

Formal data

id_bei **ID of the news story**
= id_asg + b01 + b02

cod_bei **Coder-ID news story**
1 Annabel Auchter
2 Ricarda Buff
3 Cassandra Busse
4 Jens Carstens
5 Kevin Christmann
6 Maximilian Eidt
7 Ina Leinert
8 Alexander Passaro

b01 **Page**

b02 **Current number of the news story per page**

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)

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 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**

- 1000-1730 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) Thematization 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 thematized
2 Increase of taxes and/or duties is thematized
3 Decrease of taxes and/or duties is thematized
4 Increase and decrease of taxes and/or duties are thematized

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

b18a Does the news story refer to the Federal election 2013?

(Including the Federal election campaign, cf. list 1: codes 1200-1430)

- | | |
|---|-----|
| 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 2013
0	No
1	Yes
b18d	Central event as cause of reporting
00	Event is not included in list 3
01-43	Event is included in list 3

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	Other politicians or boards CSU: institutional (roles)
b19f	Other politicians or boards CSU, CSU in general: other (roles)
b19g	CDU/CSU in general
b19h	Rainer Brüderle: leader of parliamentary party group
b19i	Rainer Brüderle: other roles
b19j	Other politicians or boards FDP: institutional (roles)
b19k	Other politicians or boards FDP, FDP in general: other (roles)
b19l	Federal Government in general
b19m	Peer Steinbrück: member of the German Federal Parliament
b19n	Peer Steinbrück: other roles
b19o	Other politicians or boards SPD: institutional (roles)
b19p	Other politicians or boards SPD, SPD in general: other (roles)
b19q	Jürgen Trittin: leader of parliamentary party group
b19r	Jürgen Trittin: other roles
b19s	Other politicians or boards Bündnis 90/Die Grünen: institutional (roles)
b19t	Other politicians or boards Bündnis 90/Die Grünen, Bündnis 90/Die Grünen in general: other (roles)
b19u	Gregor Gysi: leader of parliamentary party group
b19v	Gregor Gysi: other roles
b19w	Other politicians or boards Die Linke: institutional (roles)
b19x	Other politicians or boards Die Linke, Die Linke in general: other (roles)

For the variables b19a-x the following codes are applicable:

0	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	CSU
b20d	Peer Steinbrück
b20e	SPD
b20f	Rainer Brüderle
b20g	FDP
b20h	Jürgen Trittin
b20i	Bündnis 90/Die Grünen
b20j	Gregor Gysi
b20k	Die Linke
b20l	Coalition CDU/CSU and FDP, federal government
b20m	Grand Coalition (CDU/CSU and SPD)
b20n	Coalition SPD and Bündnis 90/Die Grünen

For the variables b20a-n 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 codes

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

1. Analysis of the news paper 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 tile/alphanumeric**

v03 **Year**

13	2013
----	------

v04 **Month**

6	June
7	July
8	August
9	September

v05 **Day**

01
...
31

cod_asg **Coder-ID news paper edition**

9	Lena Schackmann
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2. Analysis of the 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 the news story per page b02 (F2).

cod_bei Coder-ID news story

1	Annabel Auchter
2	Ricarda Buff
3	Kassandra Busse
4	Jens Carstens
5	Kevin Christmann
6	Maximilian Eidt
7	Ina Leinert
8	Alexander Passaro

b01 Page

The pagination of the page is noted². If an article extends over more than one page, the page on which the article begins is noted.

b02 Current number of the news story 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)
<i>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.</i> |

b04 Editorial department

- | | |
|----|---|
| 11 | Front page: Lead story
<i>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</i> |
|----|---|

² Three articles, which are located in the local sections and special supplements of the Frankfurter Rundschau and the Tageszeitung, are paginated with combinations of letters and digits or roman digits. For these articles page numbers continuing from the last regularly paginated page were coded to enable the construction of the ID. In case anyone wants to access they can be found as follows:
511306284201: in the local section of the Frankfurter Rundschau of 28 June 2013, page D2
511308144802: in the local section of the Frankfurter Rundschau of 14 August 2013, page D8
611309132402: in the special supplement wahl.taz of the Tageszeitung of 13 September 2013, page VI

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

Editorial departments are understood as the different content-related parts a news paper. Thus the editorial department describes the placement of the article in a news paper. Different journalistic stylistic form can appear in one editorial department.

Articles on the front page, which are coded as b05 = opinion format, are assigned the code 12 „front page: article“ regarding the editorial department.

b05 Journalistic stylistic form

1 News format

Primarily there are headlines, 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 „Freitagskasino“ (taz) [casino of Friday] are columns 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)
<i>Large pictures cover at least a quarter of the whole article.</i> |
| 2 | Medium-sized picture(s) |
| 3 | Small picture(s)
<i>Small pictures only cover a maximum of 1/16 of the whole article. Often they are typical portrait photos of political actors.</i> |

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 political actors in main or secondary role)?

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

Definition

This variable indicates whether a news story refers to German federal politics as main or secondary topic. The term **German federal politics** means any kind of **politics on the federal level** (normally as actions of one or several federal political actors, cf. list 2 codes 1000-1400; abstract description without concrete reference to an actor are however possible) in connection with the administration of (social, economic, political etc.) circumstances in the Federal Republic of Germany (domestic policy, e.g. national security, health policy, labour market policy, family policy etc.) or in connection with the relations of Germany with one or several other countries or international organisations (foreign affairs, e.g. visits of federal politicians abroad, summit conferences, international treaties, out-of-area missions of the German Army etc.).

German federal politics do not include the national politics of other countries (except of foreign affairs referring to Germany), the relations between other countries without reference to Germany as well as political actions of international organizations without reference to Germany while the reference to Germany can be based on the thematization of German federal political actors.

If in a news story about international politics a German politician is mentioned or thematized only marginally, the news story is coded with the variable for federal politics as secondary topic (B6=2). Only if the focus of the news story lies on German federal politics, it is coded as a main topic (B6=1).

News stories referring to politics on subnational level (state or local politics) are coded with the variables of German federal politics if there is an explicit federal reference. Exception: news stories about results and/or consequences (particularly government formation) of state elections in Bavaria on 15 September 2013 are considered to have per se a reference to federal politics and therefore to be coded always by the respective variables. This is also applicable for news stories about dissolutions of government or scandals in states or communities as well as the resignation of minister-presidents which per definition belong to German federal politics.

News stories about simple state or local politics without obvious reference to German federal politics do not belong to German federal politics in the sense of this study. This is also true for reporting about the campaign in the run up to the state elections in Bavaria (15 September 2013) and Hesse (22 September 2013); they are not considered to be federal politics.

News stories that are not strictly speaking political are also integrated into the sample if a German federal political actor appears (*codes 1000-1400 on list 2: key player actors*) so that their relevance with regard to the criterion of inclusion does not result from their topic but from their actors. (Example: a news story about the Bayreuth Festival is basically unpolitical; but the preselection reveals that Angela Merkel attends this festival so that the news story is included into the sample even if it refers strictly speaking not to politics.)

Moreover, the following special rules prevail in order to determine the inclusion of a news story into the sample:

Actions of the German Armed Forces are considered to be federal politics.

Actions of public administration bodies, 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. are not per se considered to be federal politics. They are not included 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 news story

The presence of terrorists (even in the past), including trials and investigations against terrorists, are not included into the in-depth analysis. They can be included only if a reference to German federal politics can be justified by other parts of the respective news story. Actions of terrorists with a reference to Germany are political actions.

(International) Statistics with regard to "Germany" as a whole (e.g. the OECD education report) are not per se considered to be federal politics. They are not included into the in-depth analysis, only if a ref-

erence to German federal politics (including German federal political actors) could be justified by other elements of the respective news story

Demonstrations about political issues and decisions are political actions and included into the in-depth analysis.

Rules

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.

In order to be coded as a federal political secondary topic (code 2), the topic has to be (at least briefly) discussed in terms of content. If topics are only mentioned/ enumerated they are to be ignored.

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

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 as 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).

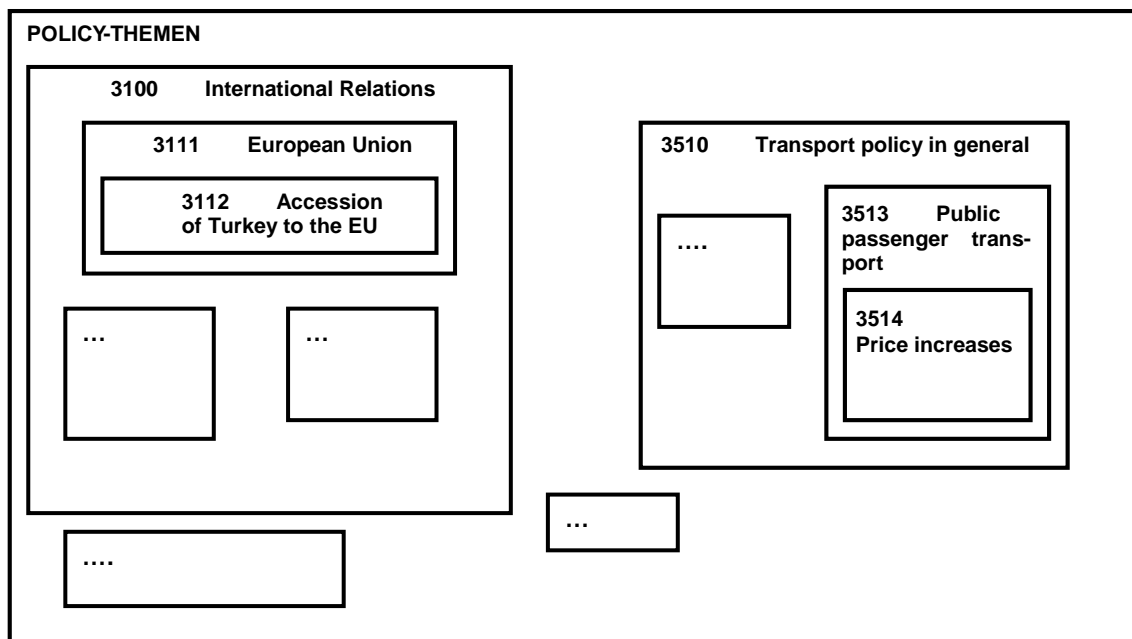
Policy: The content dimension, i.e. measures and programs developed, decided upon and implemented by political actors.

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

Political issues are coded regardless of 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 be 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 cannot be classified under a more concrete level, the coder must verify if he can assign it to a category of the respective superordinate level.



Example I: A news story handles with the planned price increases in public passenger transport. In this case it has to be coded as 3514 “Special topic price increases”. If the news story, however, treated only the “Deutsche Bahn” in general, it has to be coded as 3513 “Public passenger transport in particular”. If a news story treating the transport policy in general cannot be assigned to the subordinate categories “road transport in particular” (3511) or “public passenger transport in particular” (3513), it would correspondingly have been coded as 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 treats however the German contribution payments to the EU, it has to be coded as 3111 “European Union/EU in particular” because the single topic “contributions” does not have a specific code in the code plan; it is only encodable on a superordinate 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 |
| 1 | Politics issue and event (cf. list 1: codes 1000) |
| 2 | Polity issue and event (cf. list 1: codes 2000) |
| 3 | Policy issue and event (cf. list 1: codes 3000/4000) |

⇒ **Continue with b17a**

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

- 1000-1730 Politics issue according to list 1

Principles

Rather a **concrete code** than a superordinate 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, superordinate code which is only to be attributed if a more concrete code cannot 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. 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 superordinate 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, superordinate code which is only to be attributed if a more concrete code cannot 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 superordinate 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, superordinate code which is only to be attributed if a more concrete code cannot be determined.

If the sequentially first named topic refers to a not concrete superordinate code, the specification of this topic is made by using the more concrete topic mentioned in the second place (subordinated code). However, 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 several different subordinate codes of the respective superordinate code are addressed, the superordinate 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, e.g.. "Election programmes/government programmes of parties" (1210), the code 1200 must be used because the TV debate cannot 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. sub headline.

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 mention is coded no matter how small it is, 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.

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:

Example: "Today the federal government has decided a pension increase of 3.3 percent for the year 2013.", "Gregor Gysi explains that the black-yellow coalition has to raise immediately the standard rate of Hartz IV in the face of drastic raise of living costs."

3 Cut-back of welfare-state services is thematized:

e.g. "Von der Leyen's 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", "Politicians of the SPD said that the FDP plans in the long-term to shift the financing of university studies completely to scholarships and credits so that the BaföG will be abolished."

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. e.g.. 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.

Extension of welfare-state services is to be used if the citizens or specific population groups benefit of the respective measure.

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 ex-

plicitly noticeable that the beneficiaries receive more money in order to use the code “extension of welfare-state services”.

If the introduction of a new, not yet existing welfare service on an insurance or assistance basis is mentioned, the code 1 “Neither extension nor cut-back of welfare-state services is thematized.” is used because principally only existing services can be increased/reduced.

(2b) Thematization 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 thematized resp. not thematized, 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 thematized
- 2 Increase of taxes and/or duties is thematized
- 3 Reduction of taxes and/or duties is thematized
- 4 Increase as well as reduction of taxes and/or duties are thematized

Principles

The simple mention of the term “taxes” is to be registered as fiscal policy in the sense of b17b.

Custom duties are taxes in terms of the German general fiscal code.

“Tax gifts” are coded by 3 “Reduction of taxes and/or duties”.

The increase as well as the reduction of existing tax-free amounts has to be coded as increase/reduction of taxes.

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.

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

b18a Does the news story refer to the Federal election 2013?

(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 reference to the German TV debates 2002, 2005, 2009 and 2013 is to be registered, no matter how small it is.

b18b only refers to the TV debate of the top candidates.

b18c **Explicit reference to survey results of the Federal election 2013**

- 0 No
1 Yes

Principles

Every mention of results of a German survey in the run-up to the federal election 2013 is to be registered, no matter how small it is. (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**

- 0 None of the events from list 3
01-43 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 in the introducing remarks (“The 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.

Political actors include all politicians of all parties on all levels (from federal and state to local level).

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 councilor etc.). By ‘**governmental system**’ we understand the political institutions at large and all political actors of the political system of Germany. We thus record constitutionally defined roles and those actors currently embodying these roles as ‘institutional roles’.

By ‘**other role**’ we understand **all roles beyond the governmental system** which are not legally defined, e.g. candidate, roles defined in statutes (of parties) such as executive board/presiding committee, party leader, 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).

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)
b19d	Other politicians or boards of the CDU, CDU in general: other (roles)
b19e	Other politicians or boards of the CSU: institutional (roles)
b19f	Other politicians or boards of the CSU, CSU in general: other (roles)
b19g	CDU/CSU in general <i>i.e. institutional and other roles</i>
b19h	Rainer Brüderle: leader of parliamentary party group
b19i	Rainer Brüderle: other roles
b19j	Other politicians or boards of the FDP: institutional (roles)
b19k	Other politicians or boards of the FDP, FDP in general: other (roles)
b19l	Federal Government in general <i>Includes: synonyms as "black-yellow coalition/ CDU/CSU and FDP coalition", "Cabinet"</i> <i>In news stories referring to foreign policy, "Berlin" and "Germany" are always considered to be synonymous with the government.</i> <i>Includes: government spokesperson</i>
b19m	Peer Steinbrück: member of the German Federal Parliament
b19n	Peer Steinbrück: other roles
b19o	Other politicians or boards of the SPD: institutional (roles)
b19p	Other politicians or boards of the SPD, SPD in general: other (roles)
b19q	Jürgen Trittin: leader of parliamentary party group
b19r	Jürgen Trittin: other roles
b19s	Other politicians or boards of Bündnis 90/Die Grünen: institutional (roles)
b19t	Other politicians or boards of Bündnis 90/Die Grünen, Bündnis 90/Die Grünen in general: other (roles)
b19u	Gregor Gysi: leader of parliamentary party group
b19v	Gregor Gysi: other roles
b19w	Other politicians or boards of Die Linke: institutional (roles)
b19x	Other politicians or boards of Die Linke, Die Linke in general: other (roles)

For the variables b21a-z the following codes are applicable:

0	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

Rules

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 cannot be registered by the variables b19 (for example Federal President, State Minister without mentioning the party, Federal Constitutional Court, Opposition), 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. sub headline.

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 subtitled with “Chancellor” during her campaign speech, 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 Guido Westerwelle, Minister of Foreign Affairs, is first mentioned in the introducing remarks of the newscaster (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. 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 b19o = 11.

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

Prospective black-yellow coalitions are coded as CDU, CSU and FDP as long as there is no reference to the current governing black-yellow coalition. If a coalition explicitly composed of Union parties (CDU/CSU in general) and FDP is mentioned, the Union parties (CDU/CSU in general) are coded as an actor. If it is supposed that the black-yellow coalition will be continued the variable b19l “Federal Government” must be registered.

Other coalition models are coded by the respective participating party. If a prospective coalition (e.g. “black-green”) is mentioned, CDU and CSU are coded as independent actors (other roles). This equally applies to past coalitions. For coalitions the codes 11/12 are attributed for both/several parties if they are named in connection (e.g.. “black-green” = 12 CDU; 12 CSU, 12 FDP).

Attention with the term “black-yellow coalition”: if it is to be considered as synonymous with Federal Government, it is coded only by b19l and not for CDU, CSU and FDP. If a black-yellow coalition in a state is thematized, the corresponding parties in accordance to the respective state are coded, but not by b19l.

Generally the coalition models must be unambiguously identifiable, otherwise they are not registered. A “left-left alliance” or the “left political camp” for example are not unambiguously assigned and are therefore not coded.

b19l **Federal Government** means only Government, black-yellow coalition, cabinet, “the” coalition, government spokesmen and p.r.n. Germany/Berlin. **Government circles** and **government camp** are coded by b19l as well.

In foreign political news stories “Berlin” and “Germany” are to be considered as synonymous with the Federal Government and therefore coded by b19l, if it is not only meant as geographic indication, but stands for actors in a foreign political context.

“The” **governing parties**, “the” coalition parties as well as “the” coalition partners are coded by Union parties (CDU/CSU in general) and FDP. This includes the government side in reports from the German Bundestag.

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

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

Ministries and their spokespersons are not coded as Federal Government.

Federal Ministers as well as **Minister Presidents** of the States are 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 *list 2: Actors*.

If **cross-party institutional roles are assigned with an explicitly party specific attribute**, this is to be registered. Example: 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 a party. It is the same case for “Minister of FDP XY”, which is coded as b19j other politicians FDP institutional and b19k FDP others in general, since he appears on the one hand as Minister (institutional) and on the other hand as actor of the party. The FDP is therefore not to be seen as party as detailed 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 example the FDP government is mentioned.)

A **part of a party** (e.g. the FDP part of the black-yellow coalition) is coded as party in other roles.

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 the **chancellor candidates are mentioned without their explicit name** in a news story codes b19b: Angela Merkel other roles and b19n: Peer Steinbrück other roles are used.

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.)

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

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.

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

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, when they had been dead during the survey period.

The German Armed Forces are not registered in this category.

Established paraphrases of the German parties, e.g. social democrats/social democracy (SPD) or free democrats (FDP) are registered as the corresponding parties.

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).

³ If the overall reliability of this scale turns out to be bad, this is a priori no problem. When testing the reliability of these variables, two reliabilities are always to be calculated: (a) the reliability of the overall scale (b) the Analysis of press articles during the election campaign 2013

ously 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 as evaluations expressed by other politicians; even self-evaluations are integrated into the rating.

Each actor is to be coded exclusively for themselves. His **overall tendency has no impact on other actors** (e.g. a negative evaluation of Peer Steinbrück does not imply that the news story is automatically positive for Angela Merkel).

b20a Angela Merkel
b20b CDU

b20c CSU

b20d Peer Steinbrück
b20e SPD

b20f Rainer Brüderle
b20g FDP

b20h Jürgen Trittin
b20i Bündnis 90/Die Grünen

b20j Gregor Gysi
b20k Die Linke

b20l Coalition CDU/CSU and FDP, federal government
b20m Grand Coalition (CDU/CSU and SPD)
b20n Coalition SPD and Bündnis 90/Die Grünen

For the variables b22a-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 registration

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

reliability of a three-point-scale in which the attributes "unambiguously positive" and "rather positive" on the one hand and the attributes "unambiguously negative" and "rather negative" on the other hand are summarized. The distinct differentiation between positive/ambivalent/negative is more important than the one between "unambiguously" and "rather" positive resp. negative.

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 of Bavaria on the 15 September 2013 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 Andrea Nahles, 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.

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 of SPD and Bündnis90/Die Grünen is to be coded, but not a coalition of SPD, Bündnis90/Die Grünen and Die Linke.

Coalition constellations other than b20l (black-yellow), b20m (Grand coalition) and b20n (red-green) are not taken into account when defining the order of actors for b20a-n, 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.

The **federal government** (b20l) 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 parties are named as one of the first three actors, b20b as well as b20c are coded. This naming is to be considered as a single actor, i.e. two others can be registered.

If the **“people's parties”** are mentioned, CDU and SPD are 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” governing parties, “the” coalition parties as well as “the” coalition partners are registered as Union parties (CDU/CSU in general) and FDP. The same procedure applies for the “government side” in reports from the German Bundestag. In this case the Union parties (CDU/CSU in general) are registered first.

If a sound bite is the concretion/repetition/illustration of a speech act of a quoting anchorman/journalist, which was spoken directly before the sound bite, only the sound bite is included in the rating but not the additional journalistic speech act.

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: *Peer Steinbrück⁴ is portrayed as a pleasant politician in a news story about his appearance in the Hall Meeting. Gregor Gysi is character-*

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

ized as humorous in a news story about the general debate in the German Bundestag. Example for a negative explicit judgment: *Angela Merkel was supposed to have no interest in fighting the unemployment. In a news story the Union parties are described as estranged.*

(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 CDU/CSU and the FDP enjoy the greatest support of voters. News stories are about Angela Merkel extending her lead in the chancellor's candidature and enjoying a high ranking in election surveys. A news story comments that the initiative of the SPD to introduce a minimum wage 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 SPD and the Greens would actually not obtain the majority of the population.*

Campaign contributions are not coded as support.

(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.

A simple acceptance resp. rejection of an application in the Federal Parliament does not represent success resp. failure and is therefore not registered in this category. This is also valid for the acceptance of party manifestos.

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 black-yellow coalition has completed an enormous work load by adopting legislative packages and reforms.*

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.*

7 Lists

List 1: Issues⁵

1000 POLITICAL PROCESSES (POLITICS ISSUES)

1100 Field of political conflicts and scandals

- 1110 Political conflicts in general
Refers only to politics. Other conflicts, for example 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
- 1130 Political scandals in general
- 1131 Scandals in state politics in particular
- 1132 Scandals in federal politics in particular
- 1133 Special topic Steinbrück’s middle finger
- 1134 Special topic Steinbrück’s blackmail
- 1135 Special topic plagiarism scandals
- 1136 Special topic resignation of minister-president Platzeck

1200 Field of federal election campaign

- This is the superordinate 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 and pre-election promises if they are not mentioned within a specific context (e.g. election program)*
- 1210 Election programs/government programs of parties in general
Election programs are only coded if they are called explicitly or clearly identifiable as such. The so-called “100 days plan” of the SPD is also registered in this category.
- 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 organization in particular (e.g. war-rooms , agencies involved in campaigns, portraits of spin-doctors)
“Man of action portraits” are articles about spin-doctors/campaign managers.

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

- 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.).
Includes the so-called "German festival" of the SPD.
- 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
- 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 (e.g. by journalists) the superordinated code 1250 Coalitions is to be used.
- 1252 Special topic cooperation between SPD and Die Linke/SPD, Grüne and Die Linke
- 1253 Special topic cooperation between CDU/CSU and AfD resp. CDU/CSU, FDP and AfD
- 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 Steinbrück.

1400 Field of Federal election

Includes election results of previous federal elections and reports on the Wahl-O-Mat.

1410 Voter turnout in general

1420 Suffrage in general

1421 Direct mandates in general

1430 Admission of parties to elections in general

1500 Field of state or local elections and campaign

1510 State elections and campaign in Bavaria in general

1520 State elections and campaign in Hesse in general

1530 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 Other specific topic with reference to political processes

Includes resolutions of the Bundestag / Bundesrat in general, i.e. not thematic, also acts of state

Parliamentary committees of inquiry are also coded in this category.

1710 Parliamentary Control Panel (PKGr) in general⁶

1720 Committee of inquiry (Euro-Hawk) in general⁶

1730 Committee of inquiry (NSU) in general⁶

POLITY ISSUES (Political structure/system dimension)

2000 POLITICAL STRUCTURES (POLITY ISSUES)

2010 Bureaucracy, civil service in 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

⁶ Since these committees were regularly thematized in the TV news, separate codes were added for the press analysis after the completion of the TV news analysis. In order to construct a corresponding coding between the two datasets of the TV news and the press analysis the codes 1710, 1720, and 1730 can be recoded to 1700.

- 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**
E.g. Rule of law/constitutional state
- 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)
- 2470 Criticism on society in general
- 2471 Lack of perspectives in particular
- 2472 Envy in particular
- 2473 Rapacity in particular
- 2474 Lack of social cohesion/solidarity in particular
- 2475 No equality of chances in particular
- 2480 National pride in general
- 2500 Other specific topic with reference to political structures**
Includes: Nuclear Regulatory Commission

POLICY-ISSUES (Political contents/content dimension)

3000 POLITICAL CONTENTS (POLICY ISSUES)

3100 Field of foreign affairs

- 3110 Europe in general
Includes: European banking union
- 3111 European Union/EU (as organization) in particular
- 3112 Special topic accession of Turkey to the EU
- 3113 Special topic accession of Croatia to the EU
- 3120 International organizations in general

- 3121 NATO in particular
- 3122 United Nations in particular

- 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

- 3150 Bilateral and multilateral agreements in general

- 3160 International aid in general (does not include financial assistance granted to members of the eurozone)
- 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 Globalization in particular
- 3176 Special topic global justice

- 3180 International conflicts/wars in general
Includes: Middle East conflict and the conflict between Iran and Israel,
- 3181 Terrorism as an international problem/terrorist attacks outside of Germany in particular
- 3182 Special topic nuclear conflict with Iran
- 3183 Special topic revolution in Egypt
- 3184 Special topic civil war in Syria

- 3190 Arms exports in general

- 3200 Treatment of human rights in general

- 3300 Field of defense**

- 3310 Armament, disarmament in general
- 3311 Drones of the German Armed Forces in general

- 3320 (World) peace in general

- 3330 German Armed Forces in general
- 3331 International missions/missions abroad in particular
- 3332 Special topic deployment of the German Armed Forces 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 (Red Army Faction)
- 3413 Islamism in particular
- 3414 Right-wing extremism in particular
- 3415 Special topic NSU (right-wing terrorist group National Socialist Underground)
- 3416 Left-wing extremism in particular
- 3417 Corruption in particular
- 3418 Special topic politicians' corruption
- 3419 Special topic industrial corruption
- 3420 Rampages in particular
- 3421 Child abuse in particular
- 3430 Justice in general
Here: several and elder sentences
- 3431 Jurisdiction in particular
Here: a concrete, actual sentence
- 3432 Special topic Gustl Mollath
- 3433 Civil rights in particular
- 3434 Data protection in particular
- 3435 Special topic government surveillance
- 3436 Special topic intelligence services scandal
- 3437 Gun laws in particular

3500 Field of infrastructure

- 3510 Transport policy in general
- 3511 Road traffic in particular
- 3512 Special topic motorway toll for cars
- 3513 Public passenger transport in particular
- 3514 Special topic price increases
- 3515 Special topic privatizations (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 energy transition
- 3526 Special topic final disposal

3527 Alternative/regenerative forms of energy (renewable) in particular
3528 Subsidies on carbon/open-cast mining in particular
3529 Fracking in particular
3530 E-cars in particular

3540 Housing market in general
3541 House building in particular
3542 Rental prices in particular

3550 Postal and telecommunications in general

3560 Internet in general
Includes: cybercrime

3561 Locking of web sites in particular

3570 City-country-difference/"rural areas" in general

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
3632 Special topic flood 2013

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 childcare subsidy

3720 Distributive justice in general (includes: social justice)
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
Includes: discrimination in general
- 3731 Women/equality in particular
- 3732 Disabled persons 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
- 3746 Special topic pension for mothers

- 3750 Immigration in general
Includes: naturalisation test
- 3751 Integration in particular
- 3752 Limitation of immigration in particular
- 3753 Asylum 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 Costs' explosion in health care system in particular
- 3765 Special topic contributions to the health insurance companies
- 3766 Benefits of health insurance companies in particular
- 3767 Special topic differences in benefits from a statutory or a private health insurance ("two class medical system")
- 3768 Doctors' income in particular
- 3769 Epidemics in particular
- 3770 Diet in particular
- 3771 Organ transplant in particular

- 3780 Demographic change in general
- 3781 Intergenerational justice in particular

- 3800 Field of labor 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 Labor Office (as organization) in general

- 3830 Agenda 2010/Hartz IV (*labour market reforms*) 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, contracts for work and services) 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

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

- 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 nationalization of banks
- 3915 Special topic government aid for banks
- 3916 Special topic banking supervision
- 3917 Special topic manager salaries and incentives
- 3918 Special topic responsibility of managers
- 3919 Special topic economic stimulus packages/boosts

- 3930 SME in general

- 3940 Insolvencies/bankruptcies in general
- 3941 Government aid/granting of credit guarantees for enterprises in particular

- 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
- 4100 Field of educational policy**
Includes: apprenticeship in general
- 4110 Preschool education in general
- 4120 School policy in general
- 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
- 4221 State sponsored doping in particular
- 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, tax avoidance
- 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 Ulli Hoeneß (*popular football manager accused and sentenced for tax evasion*)

- 4328 Tax cuts/"tax gifts" in particular
- 4329 Tax equity in particular

- 4330 Currency in general
- 4331 Euro in particular
References to the European debt crisis are registered in this category.
- 4332 Special topic financial assistance for Greece
- 4333 Special topic financial assistance for other countries in the eurozone

- 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 Joachim Gauck (independent)

1100 Federal Government in general (incl. spokesperson)

1101 Angela Merkel (Chancellor) (CDU)

1102 Guido Westerwelle (Federal Minister of Foreign Affairs) (FDP)

1103 Wolfgang Schäuble (Federal Minister of Finance) (CDU)

1104 Kristina Schröder (Federal Minister of Family Affairs, Senior Citizens, Women and Youth) (CDU)

1105 Philipp Rösler (Federal Minister of Economics and Technology) (FDP)

1106 Daniel Bahr (Federal Minister of Health) (FDP)

1107 Hans-Peter Friedrich (Federal Minister of the Interior) (CSU)

1108 Ursula von der Leyen (Federal Minister of Labor and Social Affairs) (CDU)

1109 Peter Altmaier (Federal Minister for Environment, Nature Conservation and Nuclear Safety) (CDU)

1110 Thomas de Maizière (Federal Minister of Defense) (CDU)

1111 Sabine Leutheusser-Schnarrenberger (Federal Minister of Justice) (FDP)

1112 Ilse Aigner (Federal Minister of Food, Agriculture and Consumer Protection) (CSU)

1113 Johanna Wanka (Federal Minister of Education and Research) (CDU)

1114 Peter Ramsauer (Federal Minister of Transport, Building and Urban Affairs) (CSU)

1115 Dirk Niebel (Federal Minister of Economic Cooperation and Development) (FDP)

1116 Ronald Pofalla (Head of the Federal Chancellery and Federal Minister for Special Tasks) (CDU)

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)

Includes: Federal Government's commissioner on drug related issues and Federal Government's commissioner on patients' concerns

1127 Federal Ministry of the Interior (incl. spokesperson)

Includes: Federal Government's commissioner on data protection and information security

1128 Federal Ministry of Labor and Social Affairs (incl. spokesperson)

1129 Federal Ministry for Environment, Nature Conservation and Nuclear Safety (incl. spokesperson)

1130 Federal Ministry of Defense (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 FDP-Federal Ministers

- 1200 Coalitions in the Federal Government** (executive coalitions)
- 1201 Grand coalition (actual)
- 1202 Black-yellow coalition (CDU/CSU/FDP) (prospective)
- 1203 Grand coalition (prospective)
- 1204 Red-green coalition (SPD/Grüne) (prospective)
- 1205 Red-red-green coalition (SPD/Linke/Grüne) (prospective)
- 1206 Red-yellow-green coalition (SPD/FDP/Grüne) (prospective)
- 1207 Red-yellow coalition / social liberal coalition (SPD/FDP) (prospective)
- 1208 Black-green coalition (CDU/CSU/Grüne) (prospective)
- 1209 Black-yellow-green coalition (CDU/CSU/FDP/Grüne) (prospective)
- 1210 CDU/CSU and AfD coalition (prospective)
- 1211 CDU/CSU, AfD and FDP 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 **FDP-parliamentary party group in general**
- 1331 FDP-leader of parliamentary party group Rainer Brüderle
- 1332 FDP – executive committee of parliamentary party group in general
- 1333 FDP-parliamentary party group – other members of parliament resp. organizational units
- 1340 **Opposition parliamentary groups in general**
- 1350 **Bündnis 90/Die Grünen-Fraktion** allgemein
- 1351 Bündnis 90/Die Grünen-leader of parliamentary party group Renate Künast
- 1352 Bündnis 90/Die Grünen-leader of parliamentary party group Jürgen Trittin
- 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 **SPD-parliamentary party group in general**
- 1361 SPD-leader of parliamentary party group Frank-Walter Steinmeier
- 1362 SPD – executive committee of parliamentary party group in general
- 1363 SPD-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-executive committee of parliamentary party group in general
1373	Die Linke-parliamentary party group – other members of parliament resp. organizational units
1380	Other (non-attached) members of parliament (Wolfgang Nešković)
1400	Bundesrat in general
1500	State governments in general
	State commissioners on data protection and information security are registered with their respective state governments
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 (Bavaria, Hesse, Saarland, Saxony, Saxony-Anhalt, Thuringia)
1531	CDU/CSU minister-presidents (Horst Seehofer/Bavaria, Volker Bouffier/Hesse, Annegret Kramp-Karrenbauer /Saarland, Stanislaw Tillich/Saxony, Peter Hasselof/Saxony-Anhalt, Christine Lieberknecht/Thuringia)
1540	State governments lead by the SPD (Berlin, Brandenburg, Bremen, Hamburg, Mecklenburg-Vorpommern, Lower Saxony, North Rhine-Westphalia, Rhineland-Palatinate, Schleswig-Holstein)
1541	Minister-Ppresidents of the SPD (Klaus Wowereit/Berlin, Matthias Platzeck & Dietmar Woidke/Brandenburg, Jens Böhrnsen/Bremen, Olaf Scholz/Hamburg, Erwin Sellering/Mecklenburg-Vorpommern, Stefan Weil/ Lower Saxony, Hannelore Kraft/ North Rhine-Westphalia, Malu Dreyer/ Rhineland-Palatinate, Torsten Albig/Schleswig-Holstein)
1542	State governments lead by Bündnis 90/Die Grünen (Baden-Wurttemberg)
1543	Minister-presidents of Bündnis 90/Die Grünen (Winfried Kretschmann)
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
1557	State Ministers SSW (Südschleswigscher Wählerverband)
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, Pirates)

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 organizations 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 organizations and associations of CDU (if stated explicitly)
- 3240 Other politicians or subunits of CDU

3300 CSU in general

- 3310 (Top candidate) Gerda Hasselfeldt

- 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) Peer Steinbrück
- 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 organization 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 Steinbrück in general**
- 3501 Manuela Schwesig (women, family affairs, reconstruction East, demography, inclusion)
- 3502 Yasemin Karakaşoğlu (higher education and research)
- 3503 Brigitte Zypries (consumers' protection)
- 3504 Thomas Oppermann (interior and justice)
- 3505 Christiane Krajewski (finance and economics)
- 3506 Klaus Wieseberg (labor and social affairs)
- 3507 Cornelia Füllkrug-Weitzel (development and humanitarian aid)
- 3508 Matthias Machnig (energy and environment)
- 3509 Florian Pronold (infrastructure and building)
- 3510 Oliver Scheytt (art and culture)
- 3511 Gesche Joost (digital society and internet policy)
- 3512 Karl Lauterbach (health and nursing care)
- 3600 Bündnis 90/Die Grünen in general**
- 3610 (Top candidate) Katrin Göring-Eckardt
- 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) Rainer Brüderle
- 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 Boards of party leadership (steering committee, executive board) of Die Linke or their members (incl. honorary chairmen) (if stated explicitly)
- 3830 Associations of Die Linke in general
- 3831 *solid* [youth organization of Die Linke]
- 3832 Communist Platform
- 3833 Other association of Die Linke (if stated explicitly)
- 3840 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 Alternative für Deutschland in general**
- 4010 (Top candidate) Bernd Lucke
- 4020 Boards of party leadership (executive board) of AfD or their members
- 4030 Other functional organizational unit of AfD
- 4040 Other subunit of AfD

- 4100 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 Organization for economic cooperation and development (OECD)**
- 5500 United Nations (UN)**
- 5600 Other international organizations**

MEDIA

- 6100 Journalist(s) resp. Media**
- 6110 Own medium
- 6120 Other medium

OTHER ACTORS

7100 Organized interests in general

7110 Business/trade/employers' associations

7120 Trade unions

7130 NGOs, new social movements, i.e. peace movement, environmental protection organizations, protest movements such as anti-globalization movement, anti-nuclear movement etc.

7140 Churches

7150 Other organized 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 Nürnberg (IAB)

7370 Centre for European Economic Research Mannheim (ZEW)

7380 Other economic research institutes (if stated explicitly)

7400 (The) 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 organizers

Includes: tweets/posts, if they are clearly attributable to citizens

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	09.06.	First publication of the so called "Snowden disclosures"
02	30.06.	ARD summer interview with Katrin Göring-Eckardt
03	07.07.	ARD summer interview with Rainer Brüderle
04	18.07.-20.09.	Summer journeys of the top candidates
05	14.07.	ARD summer interview with Angela Merkel
06	14.07.	ZDF summer interview with Jürgen Trittin
07	18.07.	Kick-off event/start of the hot phase of the election campaign CSU, Munich
08	19.07.	Party convention of CSU
09	21.07.	ZDF summer interview with with Rainer Brüderle
10	28.07.	ZDF summer interview with Gregor Gysi
11	29.07.	Minister-president Matthias Platzeck announces his resignation
12	30.07.	Start of the hot phase of the election campaign Piratenpartei by opening a new online platform
13	04.08.	ZDF summer interview with Peer Steinbrück
14	10.08.	FDP politician Dagmar Döring resigns from her candidacy for the German parliament after being accused for campaigning for the legalization of pedophilia during the 1980s
15	11.08.	ARD summer interview with Horst Seehofer
16	17.08.	"German festival"/ Start of the hot phase of the election campaign SPD, Berlin
17	18.08.	ARD summer interview with Gregor Gysi
18	18.08.	ZDF summer interview with Angela Merkel
19	24.08.	Activists wearing a mask attack leader of AfD Lucke
20	25.08.	ARD summer interview with Peer Steinbrück
21	25.08.	ZDF summer interview with Horst Seehofer
22	28.08.	Dietmar Woidke is officially sworn in as the new minister-president of Brandenburg
23	29.08.	SPD/Steinbrück presents "Plan for the first 100 days"
24	01.09.	TV debate of the chancellor candidates
25	02.09.	TV debate of the opposition parties
26	02.-06.09.	G20 summit conference St. Petersburg
27	05.09.	Kick-off event/Start of the hot phase of the election campaign FDP, Berlin
28	08.09.	Kick-off event/Start of the hot phase of the election campaign CDU, Düsseldorf
29	08.09.	Kick-off event/Start of the hot phase of the election campaign Bündnis 90/Die Grünen, Cologne
30	09.09.	Kick-off event/Start of the hot phase of the election campaign Die Linke, Berlin
31	12.09.	Final rally CSU, Munich
32	13.09.	Publication of a photo with Steinbrück showing his middle finger in the magazine of the Süddeutsche Zeitung
33	14.09.	Kick-off event/Start of the hot phase of the election campaign AfD, Frankfurt/Main

		State elections in Bavaria
34	15.09.	<i>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>
		Disclosure about Trittin's involvement in the paedophilia scandal of the Greens
35	16.09.	Includes: continuous disclosures regarding the paedophilia scandal
36	19.09.	Final rally SPD, Berlin
37	20.09.	Final rally Die Linke, Berlin
38	20.09.	Final rally Bündnis90/Die Grünen, Berlin
39	20.09.	Final rally AfD, Lüneburg
40	20.-21.09.	Final rally Die Piraten, online
41	21.09.	Final rally CDU, Berlin
42	21.09.	Final rally FDP, Düsseldorf
		State election in Hesse
43	22.09.	<i>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>