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German Longitudinal
Election Study

GLES
German Longitudinal Election Study

# GLES 2013

## Campaign Media Content Analysis, TV

ZA5705, Version 1.0.0

*Methodology Report*

Principal investigator


Prof. Dr. Rüdiger Schmitt-Beck

Chair of Political Science I

University of Mannheim
A 5, 6
68131 Mannheim



Project group


Prof. Dr. Rüdiger Schmitt-Beck

Anne Schäfer, M.A.

Sebastian Schmidt, M.A.



Coding


Maike Haas

Ina Leinert

Marina Petritschuk

Tim Runck

Pauline Beck

Vanessa Cann

Isa Ihle

Lena Schackmann

David Grundmanns

Max Keller

Nicolas Loevenich

Yvonne Sobotko




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# 1 Research problem, conception and methods of the study

## 1.1 Context of 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 TV news 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).

### *Material of observation*

Evening newscasts of the main German television broadcaster: ARD/Das Erste, ZDF, RTL and Sat.1 (complete collection during the observation period).

### *Central dimensions of study*

- Theme structure of news coverage of election campaign,

- Presence and thematization of political actors,

- Evaluation of political actors,

- Statements concerning electoral chances of political actors,

- Coalition statements.

### *Recording units*

The study is conducted on two levels: a first group of variables will be coded on the level of the journalistic news stories, a second group on the level of statements within news stories.

## 1.2 Case selection: Structure of the sample

The analysis includes all news stories which have been broadcasted in the selected newscasts during the observation period. First some formal criteria will be identified for each news story. Afterwards only those news stories referring to *German politics* or *German political actors* are subject to an in-depth analysis and coding in terms of content (criteria of inclusion).
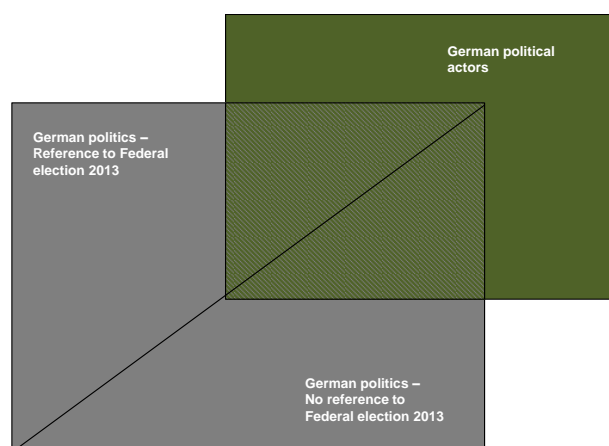


The two criteria of inclusion are not congruent, but overlapping. News stories covering German politics unrelated to German political actors are possible as well as news stories concerning German political actors unrelated to German politics.

Furthermore one has to distinguish between news stories related to the Federal election 2013 (and its campaign) and general political news stories. It is possible to identify the several case groups by an appropriate filtering.

## 1.3 Case definition: Recording units

On the **first level** of the study, journalistic news stories will be identified and coded as cases or recording units. A journalistic news story is characterized by two criteria: a specific formal sort of presentation ("journalistic form of presentation") and a specific subject in terms of topic and content. When defining a recording unit and differentiating it from other recording units these two criteria have to be seen as interrelated.

In our news analysis the recording units are empirically identified by the following variables:

(1) Variable B08 regards the journalistic form of presentation,[1]

(2) Variables B09 resp. B12, B14 and B16 regard the main subject in terms of topic and content.

### *Principles*

When identifying journalistic news stories and delimiting them from other sequences of newscasts (Opening / closing credits, purely formal moderations etc.), the criterion of independence in terms of topic and content is applied while taking into account the variables mentioned above (cf. the first filter variable of the news analysis, B02).

The identification and reciprocal delimitation of the single journalistic news stories is realized by following the chronological course of the newscasts. Basically a new recording unit begins when the journalistic form of presentation or the subject changes in terms of topic and content.

*Journalistic form of presentation of the news story*

The categories of form of the recording units will be defined by the codes of variable B08. If the form of presentation changes according to the categories, a new recording unit will be constructed.

*Main subject of the news story*

The codes of variables B12, B14 and B16 as shown in *List 1: Issues* constitute a very sophisticated system of categories which allows defining rather exactly the main subject of a recording unit as regards topic and content.

### *Summary*

Basically, an interrelation between form and content can be taken for granted: one reports on a particular subject in a particular form.

If the subject stays the same, but the form changes (e.g. a short film is completed by a telephone interview), this will lead to the construction of a new recording unit.

If news stories with the same form (e.g. news read out by an anchorman) report about different issues or events, this leads in accordance to the available codes of the respective variables to the construction of new recording units.

First, some formal criteria will be identified for each news story. Afterwards only those news stories fulfilling the criteria of inclusion and referring to *German politics* or *German political actors* are subject to an in-depth analysis and coding in terms of content.

On the **second level** of observation, all news stories fulfilling the criteria of inclusion are submitted to an in-depth analysis. The recording units belonging to this level of analysis are three groups of statements with different content appearing in the news stories; these groups will be defined as recording units, selected and coded according to a criteria catalogue specific to the respective group

*Statement group 1: evaluations of German political actors*

The recording units in this statement group are defined according to the following criteria of inclusion: subject of statement (all manifestations of the list of actors), object of evaluation (only all manifestations of the list of actors concerning the German political actors), explicit evaluation as well as two other variables concerning the context of the evaluation (policy point of reference and policy issue).

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[1] For these variables cf. chapter 3–6.

*Statement group 2: statements on the electoral chances of German political actors*

The recording units in this statement group are defined according to the following criteria of inclusion: subject of statement (all manifestations of the list of actors), object of statement (chancellor candidates, parties and coalition constellations), two variables on the assessment of electoral chances (static and dynamic) as well as two complementary variables (explication of the nature of electoral chance, reference to survey results).

*Statement group 3: coalition statements*

The recording units in this statement group are defined according to the following criteria of inclusion: subject of statement (only actors attributed to one of the parties concerning the respective coalition statement), object of statement (possible coalition constellations) and a statement to a possible coalition constellation (coalition statement).

The manifestations of the variables enumerated in each statement group constitute the background /variance for the construction of recording units on the second level of study. It applies to all three statement groups that changes in at least one of the relevant variables which define these statements lead to the construction and the coding of new recording units.

When executing the coding practically it is important to proceed to a sequential coding and to register the recording units of the three statement groups one after the other

## 1.4 Number of cases of the study

Out of 364 newscasts during the observation period 5.232 news stories have been identified, 4.631 of which were thematically classifiable. The other 601 news stories are formal moderations, opening / closing credits etc. Among the thematically classifiable news stories 1.060 have been included in the in-depth analysis.

| | |
|---|---|
| **Number of newscasts** | 364 |
| **Number of news stories** | **5.232** |
| thereof: news stories thematically not classifiable | 601 |
| thereof: news stories thematically classifiable | 4.631 |
| **Number of news stories taken into in-depth analysis** | 1.060 |
| Number of news stories with *at least* one evaluation of German political actors *or* a statement to the electoral chances of German political actors *or* a coalition statement | 351 |
| **Number of statements** | **1.066** |
| thereof: statement group 1: Evaluations of German political actors | 718 |
| thereof: statement group 2: statements about electoral chances in Germany | 313 |
| thereof: statement group 3: coalition statements | 35 |

Within 351 of the 1.060 news stories, a relevant statement could be identified. Overall 1.066 statements were coded in these news stories: 718 evaluations of German political actors (statement group 1), 313 statements to electoral chances (statement group 2) and 35 coalition statements (statement group 3).

## 1.5 Execution of the coding

The coding was distributed among three coder groups:

- Group 1 collected the basic data of the newscast and construed the case structure concerning the news story (variables V01–V08. B01–B09),

- group 2 carried out the thematization analysis and the coder ranking (variables B10–B20),

- group 3 carried out the analysis of the statements (variables S01–S32). Within this group two coders (coders 8 and 12) identified statements being part of statement groups 1 to 3. Subsequently, these statements were coded by two further coders.

The material to be coded was assigned randomly. First, group 1 identified newscasts that fulfilled the criteria of inclusion (German politics or German political actors). For the in-depth analysis, these news items were randomly assigned to the coders belonging to groups 2 and 3. The coding was carried out parallel by group 2 and 3.

# 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. With 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.

- Coder group 1 (formed by four male and female coders) identified the recording units at level of news stories and coded them with respect to formal data. Each of the reliability tests included six newscasts, which were chosen randomly from the period of observation.

- Coder group 2 (formed by four female coders) was responsible for identifying the subject and carrying out the coder ranking. The material that had 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 has been coded in the reliability tests. 35 news stories were coded in tests 1 and 2; test 3 was based on 34 recording units.

- Coder group 3 (formed by four male and female coders) carried out the statement analysis. The material that had to be coded in all three tests was selected half randomly half systematically. The identification of the recording units and the statement coding were tested separately. All three reliability tests were based on 35 news stories each.

The results of the single tests formed the basis for calculating the overall values for each group and test dimension. 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 of the coding of the recording units two coefficients are indicated in the tables: the Krippendorff's Alpha coefficient and the Holsti's index.[2]

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. B17a). For this reason, it is indicated in the column "Coding" how often a value was coded non-zero.

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2  About the characteristics of these values cf. Krippendorff, Klaus (2004): Reliability in Content Analysis. Some Common Misconceptions and Recommendations. In: Human Communication Research, Vol. 30. Nor 3. pp. 411-433 and Lombard, Matthew / Jennifer Snyder-Duch / Cheryl Campanella Bracken (2004): A Call for Standardization in Content Analysis Reliability. In: Human Communication Research, Vol. 30. Nor 3. pp. 434-437.

## 2.2 Results of the reliability tests – Overall values

**Identification of recording units from the news stories (coder group 1)**

|  | Cases | VÜ[1] |
|---|---|---|
| Constitution of news stories | 261 | 93.5 |

1    Percentage of recording units coded identically by all four coders participating in the test.

**Coding of formal data at level of news stories (coder group 1)**

| Var. | Name | Cases | Cod.[1] | a[2] | Holsti |
|---|---|---|---|---|---|
| B02 | 1st filter variable news story analysis: thematically classifiable news story? | 244 | 976/976 | .94 | .98 |
| B06 | 2nd filter variable news story analysis: foes the news story refer to German politics or German political actors? | 212 | 848/848 | .81 | .92 |
|  | *Recoding: without differentiation between main and secondary topic* | 212 | 848/848 | .88 | .95 |
| B07 | Announcement of the news story | 49 | 92/196 | .86 | .93 |
| B08 | Journalistic form of presentation | 49 | 196/196 | .86 | .94 |

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

2    Krippendorff's Alpha.

**Coding of the thematization analysis and the coder rating at level of news stories (Coder group 2)**

| Var. | Name | Cases | Cod.[1] | $a^2$ | Holsti |
|------|------|-------|---------|-------|--------|
| B10 | Main subject of the news story: politics, polity, policy issue? | 104 | 412/416 | .84 | .92 |
| B11 | Reference to politics issues? | 103 | 261/412 | .80 | .87 |
| | *Recode 0 = 0, 1 2 = 1* | 103 | 261/412 | .87 | .94 |
| B12 | If yes: politics issue | 59 | 236/236 | .71 | .74 |
| | *truncated* | 59 | 236/236 | .85 | .92 |
| B13 | Reference to polity issues? | 103 | 31/412 | .34 | .91 |
| | *Recode 0 = 0, 1 2 = 1* | 103 | 31/412 | .41 | .92 |
| B14 | Reference to polity issues? | 3 | 12/12 | .22 | .78 |
| | *truncated* | 3 | 12/12 | .22 | .78 |
| B15 | If yes: policy issue | 103 | 355/412 | .80 | .88 |
| | *Recode 0 = 0, 1 2 = 1* | 103 | 355/412 | .82 | .95 |
| B16 | If yes: policy issue | 81 | 324/324 | .83 | .84 |
| | *truncated* | 81 | 324/324 | .88 | .90 |
| B17a | Welfare-state services | 103 | 47/412 | .65 | .93 |
| B17b | Fiscal policy | 103 | 89/412 | .85 | .95 |
| B18a | Does the news story refer to the Federal election 2013? | 104 | 251/416 | .91 | .96 |
| B18b | Explicit reference to the TV debate | 104 | 26/416 | .84 | .98 |
| B18c | Explicit reference to survey results to the federal election 2013 | 104 | 65/416 | .85 | .96 |
| B18d | Central event as cause of reporting | 104 | 66/416 | .59 | .89 |
| B19a | Angela Merkel: chancellor | 104 | 154/416 | .89 | .94 |
| | *Recoding: without differentiation concerning the order* | 104 | 154/416 | .88 | .94 |
| | *Recoding: without differentiation sound bite/thematization* | 104 | 154/416 | .91 | .95 |
| B19b | Angela Merkel: other roles | 104 | 118/416 | .89 | .95 |
| | *Recoding: without differentiation concerning the order* | 104 | 118/416 | .90 | .96 |
| | *Recoding: without differentiation sound* bite/thematization | 104 | 118/416 | .90 | .96 |
| a/b | *Recoding: without differentiation of the role* | 104 | 187/416 | .92 | .95 |
| B19c | Other politician or boards CDU: institutional (roles) | 104 | 68/416 | .79 | .94 |
| | *Recoding: without differentiation concerning the order* | 104 | 68/416 | .78 | .94 |
| | *Recoding: without differentiation sound bite/thematization* | 104 | 68/416 | .83 | .95 |
| B19d | Other politicians or boards CDU, CDU in general: other (roles) | 104 | 136/416 | .76 | .88 |
| | *Recoding: without differentiation concerning the order* | 104 | 136/416 | .76 | .89 |
| | *Recoding: without differentiation sound bite/thematization* | 104 | 136/416 | .81 | .91 |
| c/d | *Recoding: without differentiation of the role* | 104 | 178/416 | .82 | .89 |

| | | | | | |
|---|---|---|---|---|---|
| B19e | Other roles or boards CDU: institutional (roles) | 104 | 44/416 | .73 | .95 |
| | *Recoding: without differentiation concerning the order* | 104 | 44/416 | .76 | .96 |
| | *Recoding: without differentiation sound bite/thematization* | 104 | 44/416 | .73 | .95 |
| B19f | Other politicians or boards CSU, CSU in general: other (roles) | 104 | 108/416 | .73 | .89 |
| | *Recoding: without differentiation concerning the order* | 104 | 108/416 | .77 | .91 |
| | *Recoding: without differentiation sound bite/thematization* | 104 | 108/416 | .76 | .90 |
| e/f | *Recoding: without differentiation of the role* | 104 | 138/416 | .79 | .89 |
| B19g | CDU/CSU in general | 104 | 111/416 | .88 | .95 |
| | *Recoding: without differentiation concerning the order* | 104 | 111/416 | .87 | .95 |
| | *Recoding: without differentiation sound bite/thematization* | 104 | 111/416 | .93 | .97 |
| B19h | Rainer Brüderle: leader of parliamentary party group | 104 | 4/416 | 1 | 1 |
| | *Recoding: without differentiation concerning the order* | 104 | 4/416 | 1 | 1 |
| | *Recoding: without differentiation sound bite/thematization* | 104 | 4/416 | 1 | 1 |
| B19i | Rainer Brüderle: other roles | 104 | 33/416 | .88 | .98 |
| | *Recoding: without differentiation concerning the order* | 104 | 33/416 | .90 | .99 |
| | *Recoding: without differentiation sound bite/thematization* | 104 | 33/416 | .88 | .98 |
| h/i | *Recoding: without differentiation of the role* | 104 | 37/416 | .89 | .98 |
| B19j | Other politicians or boards FDP: institutional (roles) | 104 | 54/416 | .80 | .95 |
| | *Recoding: without differentiation concerning the order* | 104 | 54/416 | .81 | .96 |
| | *Recoding: without differentiation sound bite/thematization* | 104 | 54/416 | .85 | .97 |
| B19k | Other politicians or boards FDP, FDP in general: other (roles) | 104 | 111/416 | .78 | .91 |
| | *Recoding: without differentiation concerning the order* | 104 | 111/416 | .79 | .91 |
| | *Recoding: without differentiation sound bite/thematization* | 104 | 111/416 | .84 | .93 |
| j/k | *Recoding: without differentiation of the role* | 104 | 153/416 | .86 | .92 |
| B19l | Federal Government in general | 104 | 141/416 | .77 | .89 |
| | *Recoding: without differentiation concerning the order* | 104 | 141/416 | .78 | .89 |
| | *Recoding: without differentiation sound bite/thematization* | 104 | 141/416 | .83 | .92 |
| B19m | Peer Steinbrück: member of the German Federal Parliament | 104 | 9/416 | .59 | .98 |
| | *Recoding: without differentiation concerning the order* | 104 | 9/416 | .66 | .99 |
| | *Recoding: without differentiation sound bite/thematization* | 104 | 9/416 | .59 | .98 |
| B19n | Peer Steinbrück: other roles | 104 | 106/416 | .91 | .96 |
| | *Recoding: without differentiation concerning the order* | 104 | 106/416 | .93 | .97 |
| | *Recoding: without differentiation sound bite/thematization* | 104 | 106/416 | .94 | .98 |
| m/n | *Recoding: without differentiation of the role* | 104 | 106/416 | .91 | .96 |
| B19o | Other politicians or boards SPD: institutional (roles) | 104 | 67/416 | .88 | .97 |
| | *Recoding: without differentiation concerning the order* | 104 | 67/416 | .88 | .97 |

| | | | | | |
|---|---|---|---|---|---|
| | *Recoding: without differentiation sound bite/thematization* | 104 | 67/416 | .88 | .97 |
| B19p | Other politicians or boards SPD, SPD in general: other (roles) | 104 | 190/416 | .91 | .95 |
| | *Recoding: without differentiation concerning the order* | 104 | 190/416 | .91 | .95 |
| | *Recoding: without differentiation sound bite/thematization* | 104 | 190/416 | .94 | .97 |
| o/p | *Recoding: without differentiation of the role* | 104 | 232/416 | .93 | .95 |
| B19q | Jürgen Trittin: leader of parliamentary party group | 104 | 6/416 | .66 | .99 |
| | *Recoding: without differentiation concerning the order* | 104 | 6/416 | .66 | .99 |
| | *Recoding: without differentiation sound bite/thematization* | 104 | 6/416 | .66 | .99 |
| B19r | Jürgen Trittin: other roles | 104 | 37/416 | .84 | .97 |
| | *Recoding: without differentiation concerning the order* | 104 | 37/416 | .87 | .98 |
| | *Recoding: without differentiation sound bite/thematization* | 104 | 37/416 | .84 | .97 |
| q/r | *Recoding: without differentiation of the role* | 104 | 40/416 | .83 | .97 |
| B19s | Other politicians or boards Bündnis 90/Die Grünen: institutional (roles) | 104 | 31/416 | .92 | .99 |
| | *Recoding: without differentiation concerning the order* | 104 | 31/416 | .92 | .99 |
| | *Recoding: without differentiation sound bite/thematization* | 104 | 31/416 | .92 | .99 |
| B19t | Other politicians or boards Bündnis 90/Die Grünen, Bündnis 90/Die Grünen in general: other (roles) | 104 | 154/416 | .88 | .93 |
| | *Recoding: without differentiation concerning the order* | 104 | 154/416 | .88 | .94 |
| | *Recoding: without differentiation sound bite/thematization* | 104 | 154/416 | .91 | .95 |
| s/t | *Recoding: without differentiation of the role* | 104 | 174/416 | .91 | .95 |
| B19u | Gregor Gysi: leader of parliamentary party group | 104 | 15/416 | .93 | 1 |
| | *Recoding: without differentiation concerning the order* | 104 | 15/416 | .93 | 1 |
| | *Recoding: without differentiation sound bite/thematization* | 104 | 15/416 | .93 | 1 |
| B19v | Gregor Gysi: other roles | 104 | 12/416 | 1 | 1 |
| | *Recoding: without differentiation concerning the order* | 104 | 12/416 | 1 | 1 |
| | *Recoding: without differentiation sound bite/thematization* | 104 | 12/416 | 1 | 1 |
| u/v | *Recoding: without differentiation of the role* | 104 | 23/416 | .95 | 1 |
| B19w | Other politicians or boards Die Linke: institutional roles | 104 | 30/416 | .93 | .99 |
| | *Recoding: without differentiation concerning the order* | 104 | 30/416 | .93 | .99 |
| | *Recoding: without differentiation sound bite/thematization* | 104 | 30/416 | .93 | .99 |
| B19x | Other politicians or boards Die Linke, Die Linke in general: other (roles) | 104 | 101/416 | .87 | .95 |
| | *Recoding: without differentiation concerning the order* | 104 | 101/416 | .89 | .96 |
| | *Recoding: without differentiation sound bite/thematization* | 104 | 101/416 | .88 | .95 |
| w/x | *Recoding: without differentiation of the role* | 104 | 119/416 | .91 | .96 |
| B20a | Angela Merkel | 104 | 150/416 | .88 | .86 |
| | *Recoding: three point scale* | 104 | 150/416 | .90 | .89 |
| B20b | CDU | 104 | 101/416 | .86 | .89 |

| | | | | |
|---|---|---|---|---|
| *Recoding: three point scale* | 104 | 101/416 | .88 | .90 |

| | | | | | |
|---|---|---|---|---|---|
| B20c | CSU | 104 | 97/416 | .85 | .87 |
| | Recoding: three point scale | 104 | 97/416 | .87 | .88 |
| B20d | Peer Steinbrück | 104 | 92/416 | .96 | .93 |
| | *Recoding: three point scale* | 104 | 92/416 | .96 | .94 |
| B20e | SPD | 104 | 112/416 | .82 | .91 |
| | *Recoding: three point scale* | 104 | 112/416 | .83 | .93 |
| B20f | Rainer Brüderle | 104 | 11/416 | .91 | 1 |
| | *Recoding: three point scale* | 104 | 11/416 | .91 | 1 |
| B20g | FDP | 104 | 59/416 | .88 | .93 |
| | *Recoding: three point scale* | 104 | 59/416 | .89 | .95 |
| B20h | Jürgen Trittin | 104 | 24/416 | 1 | 1 |
| | *Recoding: three point scale* | 104 | 24/416 | 1 | 1 |
| B20i | Bündnis 90/Die Grünen | 104 | 42/416 | .81 | .92 |
| | *Recoding: three point scale* | 104 | 42/416 | .83 | .94 |
| B20j | Gregor Gysi | 104 | 0/416 | - | - |
| | R*ecoding: three point scale* | 104 | 0/416 | - | - |
| B20k | Die Linke | 104 | 33/416 | .86 | .97 |
| | *Recoding: three point scale* | 104 | 33/416 | .86 | .97 |
| B20l | Coalition CDU/CSU and FDP, federal government | 104 | 114/416 | .89 | .90 |
| | *Recoding: three point scale* | 104 | 114/416 | .89 | .91 |
| B20m | Grand Coalition (CDU/CSU und SPD) | 104 | 7/416 | .85 | 1 |
| | *Recoding: three point scale* | 104 | 7/416 | .86 | 1 |
| B20n | Coalition SPD and Bündnis 90/Die Grünen | 104 | 12/416 | .84 | .98 |
| | *Recoding: three point scale* | 104 | 12/416 | .83 | .98 |

## Constitution of recording units on the statement level (coder group 3)

| | Cases | VÜ[1] |
|---|---|---|
| Formation of statement | 236 | 91.5 |

1    Percentage of recording units coded identically by all four coders participating in the test.

## Coding of the variables of the statement analysis (coder group 3)

| Var. | Name | Cases | Cod.[1] | a[2] | Holsti |
|---|---|---|---|---|---|
| S10 | Statement's subject | 128 | 256/256 | .85 | .86 |
| S11 | Object of evaluation | 128 | 256/256 | .84 | .85 |
| S12 | Tendency of evaluation | 128 | 256/256 | .98 | .99 |
| S13 | Policy reference point | 128 | 256/256 | .84 | .90 |
| S14 | If specific policy competence: policy issue? | 54 | 108/108 | .95 | .96 |
| S20 | Statement's subject | 75 | 150/150 | .89 | .93 |
| S21 | Statement's object | 75 | 150/150 | .97 | .97 |
| S22 | Assessment of electoral chances – static | 75 | 75/150 | .96 | .97 |
| S23 | Assessment of electoral chances – dynamic | 75 | 75/150 | .98 | .99 |
| S24 | Explication of the electoral chance | 75 | 84/150 | .83 | .88 |
| S25 | Reference to survey results [3] | 75 | 142/150 | .21 | .92 |
| S30 | Statement's subject | 13 | 26/26 | 1 | 1 |
| S31 | Possible coalition constellations | 13 | 26/26 | 1 | 1 |
| S32 | Coalition statement | 13 | 26/26 | .79 | .85 |
| | *Recoding: 1=1; 2.3=2; 4=3* | 13 | 26/26 | .89 | .92 |
| | *Recoding: 1.2=1; 3.4=2* | 13 | 26/26 | .85 | .92 |

3 The seemingly bad values for Krippendorff's alpha are due to a very small variance within the cases tested. Single deviations from the appropriate coding strongly impact on the Krippendorff's alpha value and markedly reduce it. However, the percent agreement is satisfactory. This equally applies to the results of the single tests shown below.

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

**Constitution of recording units at level of news stories (coder group 1)**

| | Current test 1 | | Current test 2 | | Final test | |
|---|---|---|---|---|---|---|
| | Cases | VÜ[1] | Cases | VÜ[1] | Cases | VÜ[1] |
| Formation of news stories | 94 | 89.4 | 84 | 95.3 | 83 | 95.2 |

1    Percentage of recording units coded identically by both coders participating in the test.

**Coding of formal data at level of news stories (coder group 1)**

| | | Current test 1 | | | | Current test 2 | | | | Current test 3 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Var. | Name | Cases | Cod.[1] | $a^2$ | Holsti | Cases | Cod.[1] | $a^2$ | Holsti | Cases | Cod.[1] | $a^2$ | Holsti |
| B02 | 1st filter variable analysis of news stories: is the news story thematically classifiable? | 84 | 336/336 | .95 | .98 | 79 | 316/316 | .93 | .99 | 81 | 324/324 | .93 | .99 |
| B06 | 2nd filter variable news story analysis: does the news story refer to German politics or German political actors? | 70 | 280/280 | .82 | .91 | 70 | 280/280 | .83 | .93 | 72 | 288/288 | .76 | .91 |
| | *Recoding: without differentiation between main and secondary topic* | 70 | 280/280 | .90 | .96 | 70 | 280/280 | .90 | .96 | 72 | 288/288 | .83 | .94 |
| B07 | Announcement of news story | 21 | 45/84 | .86 | .93 | 16 | 32/64 | .83 | .92 | 12 | 15/48 | .90 | .96 |
| B08 | Journalistic form of presentation | 21 | 84/84 | .83 | .91 | 16 | 64/64 | .91 | .97 | 12 | 48/48 | .83 | .96 |

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

2    Krippendorff's Alpha.

**Coding of the thematization analysis and the coder rating at level of news stories (coder group 2)**

| Var. | Name | Current test 1 | | | | Current test 2 | | | | Current test 3 | | | |
|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| | | Cases | Cod.[1] | $a^2$ | Var. | Name | Cases | Cod.[1] | $a^2$ | Var. | Name | Cases | Cod.[1] |
| B10 | Main subject of the news story: politics, polity, policy issue? | 35 | 136/140 | .70 | .84 | 35 | 140/140 | .91 | .95 | 34 | 136/136 | .91 | .96 |
| B11 | Reference to politics issues? | 34 | 88/136 | .80 | .87 | 35 | 98/140 | .84 | .90 | 34 | 65/136 | .75 | .84 |
| | *Recode 0 = 0, 1 2 = 1* | 34 | 88/136 | 1 | 1 | 35 | 98/140 | .84 | .93 | 34 | 65/136 | .77 | .89 |
| B12 | If yes: politics issue | 23 | 92/92 | .70 | .75 | 22 | 88/88 | .74 | .76 | 14 | 56/56 | .65 | .69 |
| | *truncated* | 23 | 92/92 | .75 | .85 | 22 | 88/88 | .93 | .96 | 14 | 56/56 | .90 | .96 |
| B13 | Reference to polity issues? | 34 | 12/136 | .29 | .88 | 35 | 10/140 | .44 | .92 | 34 | 9/136 | .30 | .91 |
| | *Recode 0 = 0, 1 2 = 1* | 34 | 12/136 | .40 | .90 | 35 | 10/140 | .43 | .92 | 34 | 9/136 | .41 | .93 |
| B14 | Reference to polity issues? | 1 | 4/4 | 1 | 1 | 1 | 4/4 | 1 | 1 | 1 | 4/4 | 0 | .33 |
| | *truncated* | 1 | 4/4 | 1 | 1 | 1 | 4/4 | 1 | 1 | 1 | 4/4 | 0 | .33 |
| B15 | If yes: policy issue | 34 | 112/136 | .61 | .77 | 35 | 114/140 | .86 | .91 | 34 | 119/136 | .92 | .96 |
| | *Recode 0 = 0, 1 2 = 1* | 34 | 112/136 | .73 | .92 | 35 | 114/140 | .81 | .94 | 34 | 119/136 | .93 | .99 |
| B16 | If yes: policy issue | 26 | 104/104 | .88 | .89 | 26 | 104/104 | .85 | .87 | 29 | 116/116 | .76 | .77 |
| | *truncated* | 26 | 104/104 | .89 | .91 | 26 | 104/104 | .90 | .92 | 29 | 116/116 | .84 | .87 |
| B17a | Welfare-state services | 34 | 14/136 | .61 | .95 | 35 | 10/140 | .55 | .94 | 34 | 28/136 | .69 | .89 |
| B17b | Fiscal policy | 34 | 31/136 | .82 | .93 | 35 | 30/140 | .85 | .95 | 34 | 30/136 | .88 | .96 |
| B18a | Does the news story refer to the Federal election 2013? | 35 | 71/140 | .92 | .96 | 35 | 92/140 | .94 | .97 | 34 | 88/136 | .87 | .94 |
| B18b | Explicit reference to the TV debate | 35 | 8/140 | .74 | .97 | 35 | 7/140 | .85 | .99 | 34 | 11/136 | .90 | .99 |
| B18c | Explicit reference to survey results concerning the federal election 2013 | 35 | 23/140 | .85 | .96 | 35 | 22/140 | .89 | .97 | 34 | 20/136 | .81 | .95 |
| B18d | Central event as cause of reporting | 35 | 15/140 | .60 | .92 | 35 | 28/140 | .57 | .85 | 34 | 17/136 | .60 | .91 |

| | | Current test 1 | | | | Current test 2 | | | | Current test 3 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Var. | Name | Cases | Cod.[1] | a[2] | Var. | Name | Cases | Cod.[1] | a[2] | Var. | Name | Cases | Cod.[1] |
| B19a | Angela Merkel: chancellor | 35 | 52/140 | .95 | .97 | 35 | 46/140 | .87 | .94 | 34 | 56/136 | .85 | .91 |
| | *Recoding: without differentiation concerning the order* | 35 | 52/140 | .94 | .97 | 35 | 46/140 | .86 | .94 | 34 | 56/136 | .84 | .91 |
| | *Recoding: without differentiation sound bite/thematization* | 35 | 52/140 | .97 | .99 | 35 | 46/140 | .90 | .95 | 34 | 56/136 | .86 | .92 |
| B19b | Angela Merkel: other roles | 35 | 21/140 | .82 | .95 | 35 | 40/140 | .86 | .94 | 34 | 56/136 | .95 | .97 |
| | *Recoding: without differentiation concerning the order* | 35 | 21/140 | .87 | .97 | 35 | 40/140 | .85 | .94 | 34 | 56/136 | .94 | .97 |
| | *Recoding: without differentiation sound bite/thematization* | 35 | 21/140 | .87 | .95 | 35 | 40/140 | .88 | .95 | 34 | 56/136 | .94 | .97 |
| a/b | *Recoding: without differentiation of the role* | 35 | 54/140 | .92 | .95 | 35 | 62/140 | .90 | .94 | 34 | 71/136 | .94 | .96 |
| B19c | Other politicians or boards CDU: institutional (roles) | 35 | 33/140 | .84 | .94 | 35 | 18/140 | .68 | .92 | 34 | 17/136 | .79 | .95 |
| | *Recoding: without differentiation concerning the order* | 35 | 33/140 | .84 | .94 | 35 | 18/140 | .67 | .92 | 34 | 17/136 | .78 | .95 |
| | *Recoding: without differentiation sound bite/thematization* | 35 | 33/140 | .84 | .94 | 35 | 18/140 | .80 | .95 | 34 | 17/136 | .85 | .97 |
| B19d | Other politicians or boards CDU, CDU in general: other (roles) | 35 | 42/140 | .81 | .91 | 35 | 52/140 | .71 | .84 | 34 | 42/136 | .78 | .89 |
| | *Recoding: without differentiation concerning the order* | 35 | 42/140 | .80 | .91 | 35 | 52/140 | .70 | .84 | 34 | 42/136 | .80 | .90 |
| | *Recoding: without differentiation sound bite/thematization* | 35 | 42/140 | .81 | .91 | 35 | 52/140 | .76 | .88 | 34 | 42/136 | .86 | .94 |
| c/d | *Recoding: without differentiation of the role* | 35 | 56/140 | .82 | .89 | 35 | 64/140 | .77 | .85 | 34 | 51/136 | .87 | .93 |
| B19e | Other politicians or boards CSU: institutional (roles) | 35 | 13/140 | .67 | .94 | 35 | 19/140 | .86 | .97 | 34 | 12/136 | .59 | .93 |
| | *Recoding: without differentiation concerning the order* | 35 | 13/140 | .75 | .96 | 35 | 19/140 | .86 | .97 | 34 | 12/136 | .64 | .94 |
| | *Recoding: without differentiation sound bite/thematization* | 35 | 13/140 | .67 | .94 | 35 | 19/140 | .86 | .97 | 34 | 12/136 | .59 | .93 |
| B19f | Other politicians or boards CSU, CSU in general: other (roles) | 35 | 23/140 | .61 | .89 | 35 | 45/140 | .73 | .87 | 34 | 40/136 | .80 | .91 |
| | *Recoding: without differentiation concerning the order* | 35 | 23/140 | .65 | .90 | 35 | 45/140 | .78 | .90 | 34 | 40/136 | .81 | .92 |
| | *Recoding: without differentiation sound bite/thematization* | 35 | 23/140 | .64 | .90 | 35 | 5/140 | .78 | .9 | 34 | 40/136 | .80 | .91 |

| | | Current test 1 | | | | Current test 2 | | | | Current test 3 | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Var. | Name | Cases | Cod.[1] | a[2] | Var. | Cases | Cod.[1] | a[2] | Var. | Cases | Cod.[1] | a[2] | Var. |
| e/f | *Recoding: without differentiation of the role* | 35 | 34/140 | .76 | .89 | 35 | 56/140 | .77 | .87 | 34 | 50/136 | .85 | .92 |
| B19g | CDU/CSU in general | 35 | 45/140 | .83 | .92 | 35 | 39/140 | .87 | .94 | 34 | 27/136 | .95 | .99 |
| | *Recoding: without differentiation concerning the order* | 35 | 45/140 | .82 | .92 | 35 | 39/140 | .86 | .94 | 34 | 27/136 | .95 | .99 |
| | *Recoding: without differentiation sound bite/thematization* | 35 | 45/140 | .93 | .97 | 35 | 39/140 | .90 | .96 | 34 | 27/136 | .95 | .99 |
| B19h | Rainer Brüderle: leader of parliamentary party group | 35 | 0/140 | - | - | 35 | 0/140 | - | - | 34 | 4/136 | 1 | 1 |
| | *Recoding: without differentiation concerning the order* | 35 | 0/140 | - | - | 35 | 0/140 | - | - | 34 | 4/136 | 1 | 1 |
| | *Recoding: without differentiation sound bite/thematization* | 35 | 0/140 | - | - | 35 | 0/140 | - | - | 34 | 4/136 | 1 | 1 |
| B19i | Rainer Brüderle: other roles | 35 | 15/140 | .93 | .99 | 35 | 7/140 | .75 | .97 | 34 | 11/136 | .91 | .99 |
| | *Recoding: without differentiation concerning the order* | 35 | 15/140 | .93 | .99 | 35 | 7/140 | .85 | .99 | 34 | 11/136 | .91 | .99 |
| | *Recoding: without differentiation sound bite/thematization* | 35 | 15/140 | .93 | .99 | 35 | 7/140 | .75 | .98 | 34 | 11/136 | .91 | .99 |
| h/i | *Recoding: without differentiation of the role* | 35 | 15/140 | .93 | .99 | 35 | 7/140 | .75 | .98 | 34 | 15/136 | .93 | .99 |
| B19j | Other politicians or boards FDP: institutional (roles) | 35 | 33/140 | .77 | .91 | 35 | 9/140 | .73 | .97 | 34 | 14/136 | .90 | .98 |
| | *Recoding: without differentiation concerning the order* | 35 | 33/140 | .79 | .92 | 35 | 9/140 | .73 | .97 | 34 | 14/136 | .89 | .98 |
| | *Recoding: without differentiation sound bite/thematization* | 35 | 33/140 | .85 | .95 | 35 | 9/140 | .73 | .97 | 34 | 14/136 | .90 | .98 |
| B19k | Other politicians or boards FDP, FDP in general: other (roles) | 35 | 38/140 | .83 | .93 | 35 | 39/140 | .70 | .87 | 34 | 34/136 | .82 | .93 |
| | *Recoding: without differentiation concerning the order* | 35 | 38/140 | .83 | .93 | 35 | 39/140 | .70 | .87 | 34 | 34/136 | .85 | .94 |
| | *Recoding: without differentiation sound bite/thematization* | 35 | 38/140 | .86 | .94 | 35 | 39/140 | .83 | .93 | 34 | 34/136 | .82 | .93 |
| j/k | *Recoding: without differentiation of the role* | 35 | 60/140 | .90 | .94 | 35 | 45/140 | .81 | .91 | 34 | 48/136 | .86 | .93 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| B19l | Federal Government in general | 35 | 49/140 | .78 | .88 | 35 | 46/140 | .77 | .89 | 34 | 43/136 | .77 | .89 |
| | *Recoding: without differentiation concerning the order* | 35 | 49/140 | .78 | .88 | 35 | 46/140 | .77 | .89 | 34 | 43/136 | .79 | .90 |
| | *Recoding: without differentiation sound bite/thematization* | 35 | 49/140 | .88 | .94 | 35 | 46/140 | .81 | .91 | 34 | 43/136 | .81 | .91 |
| B19m | Peer Steinbrück: member of the German Federal parliament | 35 | 6/140 | .54 | .96 | 35 | 0/140 | - | - | 34 | 3/136 | .66 | .99 |
| | *Recoding: without differentiation concerning the order* | 35 | 6/140 | .65 | .97 | 35 | 0/140 | - | - | 34 | 3/136 | .66 | .99 |
| | *Recoding: without differentiation sound bite/thematization* | 35 | 6/140 | .54 | .96 | 35 | 0/140 | - | - | 34 | 3/136 | .66 | .99 |
| B19n | Peer Steinbrück: other roles | 35 | 40/140 | .89 | .95 | 35 | 35/140 | .90 | .96 | 34 | 31/136 | .96 | .99 |
| | *Recoding: without differentiation concerning the order* | 35 | 40/140 | .92 | .97 | 35 | 35/140 | .90 | .96 | 34 | 31/136 | .96 | .99 |
| | *Recoding: without differentiation sound bite/thematization* | 35 | 40/140 | .94 | .97 | 35 | 35/140 | .93 | .97 | 34 | 31/136 | .96 | .99 |
| m/n | *Recoding: without differentiation of the role* | 35 | 40/140 | .89 | .95 | 35 | 35/140 | .90 | .96 | 34 | 31/136 | .96 | .99 |
| B19o | Other politicians or boards SPD: institutional (roles) | 35 | 23/140 | .85 | .96 | 35 | 28/140 | 1 | 1 | 34 | 16/136 | .73 | .94 |
| | *Recoding: without differentiation concerning the order* | 35 | 23/140 | .85 | .96 | 35 | 28/140 | 1 | 1 | 34 | 16/136 | .72 | .94 |
| | *Recoding: without differentiation sound bite/thematization* | 35 | 23/140 | .85 | .96 | 35 | 28/140 | 1 | 1 | 34 | 16/136 | .73 | .94 |
| B19p | Other politicians or boards SPD, SPD in general: other (roles) | 35 | 56/140 | .93 | .96 | 35 | 61/140 | .91 | .94 | 34 | 61/136 | .90 | .94 |
| | *Recoding: without differentiation concerning the order* | 35 | 56/140 | .95 | .97 | 35 | 61/140 | .90 | .94 | 34 | 61/136 | .88 | .94 |
| | *Recoding: without differentiation sound bite/thematization* | 35 | 56/140 | .92 | .96 | 35 | 61/140 | .98 | .99 | 34 | 61/136 | .92 | .96 |
| o/p | *Recoding: without differentiation of the role* | 35 | 83/140 | .96 | .97 | 35 | 84/140 | .94 | .96 | 34 | 65/136 | .88 | .92 |
| B19q | Jürgen Trittin: leader of parliamentary party group | 35 | 3/140 | .66 | .97 | 35 | 0/140 | - | - | 34 | 3/136 | .66 | .99 |
| | *Recoding: without differentiation concerning the order* | 35 | 3/140 | .67 | .97 | 35 | 0/140 | - | - | 34 | 3/136 | .66 | .99 |
| | *Recoding: without differentiation sound bite/thematization* | 35 | 3/140 | .67 | .97 | 35 | 0/140 | - | - | 34 | 3/136 | .66 | .99 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| B19r | Jürgen Trittin: other roles | 35 | 14/140 | .90 | .98 | 35 | 12/140 | .91 | .99 | 34 | 11/136 | .71 | .96 |
| | *Recoding: without differentiation concerning the order* | 35 | 14/140 | .90 | .98 | 35 | 12/140 | 1 | 1 | 34 | 11/136 | .71 | .96 |
| | *Recoding: without differentiation sound bite/thematization* | 35 | 14/140 | .90 | .98 | 35 | 12/140 | .91 | .97 | 34 | 11/136 | .71 | .96 |
| q/r | *Recoding: without differentiation of the role* | 35 | 17/140 | .85 | .97 | 35 | 12/140 | .91 | .99 | 34 | 11/136 | .71 | .96 |
| B19s | Other politicians or boards Bündnis 90/ Die Grünen: institutional (roles) | 35 | 3/140 | .21 | .97 | 35 | 20/140 | 1 | 1 | 34 | 8/136 | 1 | 1 |
| | *Recoding: without differentiation concerning the order* | 35 | 3/140 | .21 | .97 | 35 | 20/140 | 1 | 1 | 34 | 8/136 | 1 | 1 |
| | *Recoding: without differentiation sound bite/thematization* | 35 | 3/140 | .21 | .97 | 35 | 20/140 | 1 | 1 | 34 | 8/136 | 1 | 1 |
| B19t | Other politicians or boards Bündnis 90/ Die Grünen, Bündnis 90/ Die Grünen in general: other (roles) | 35 | 51/140 | .81 | .91 | 35 | 54/140 | .94 | .97 | 34 | 49/136 | .87 | .93 |
| | *Recoding: without differentiation concerning the order* | 35 | 51/140 | .85 | .92 | 35 | 54/140 | .93 | .97 | 34 | 49/136 | .85 | .93 |
| | *Recoding: without differentiation sound bite/thematization* | 35 | 51/140 | .84 | .92 | 35 | 54/140 | .96 | .98 | 34 | 49/136 | .92 | .96 |
| s/t | *Recoding: without differentiation of the role* | 35 | 54/140 | .86 | .93 | 35 | 70/140 | .95 | .97 | 34 | 50/136 | .89 | .94 |
| B19u | Gregor Gysi leader of parliamentary party group | 35 | 3/140 | .66 | .99 | 35 | 8/140 | 1 | 1 | 34 | 4/136 | 1 | 1 |
| | *Recoding: without differentiation concerning the order* | 35 | 3/140 | .66 | .99 | 35 | 8/140 | 1 | 1 | 34 | 4/136 | 1 | 1 |
| | *Recoding: without differentiation sound bite/thematization* | 35 | 3/140 | .66 | .99 | 35 | 8/140 | 1 | 1 | 34 | 4/136 | 1 | 1 |
| B19v | Gregor Gysi: other roles | 35 | 4/140 | 1 | 1 | 35 | 4/140 | 1 | 1 | 34 | 4/136 | 1 | 1 |
| | *Recoding: without differentiation concerning the order* | 35 | 4/140 | 1 | 1 | 35 | 4/140 | 1 | 1 | 34 | 4/136 | 1 | 1 |
| | *Recoding: without differentiation sound bite/thematization* | 35 | 4/140 | 1 | 1 | 35 | 4/140 | 1 | 1 | 34 | 4/136 | 1 | 1 |
| u/v | *Recoding: without differentiation of the role* | 35 | 7/140 | .85 | .99 | 35 | 8/140 | 1 | 1 | 34 | 8/136 | 1 | 1 |
| B19w | Other politicians or boards Die Linke: institutional (roles) | 35 | 11/140 | .90 | .99 | 35 | 4/140 | 1 | 1 | 34 | 7/136 | .85 | .99 |
| | *Recoding: without differentiation concerning the order* | 35 | 11/140 | .90 | .99 | 35 | 4/140 | 1 | 1 | 34 | 7/136 | .85 | .99 |
| | *Recoding: without differentiation sound bite/thematization* | 35 | 11/140 | .90 | .99 | 35 | 4/140 | 1 | 1 | 34 | 7/136 | .85 | .99 |

| Code | Description | N | Agree | π | α | N | Agree | π | α | N | Agree | π | α |
|------|-------------|---|-------|----|----|---|-------|----|----|---|-------|----|----|
| B19x | Other politicians or boards Die Linke, Die Linke in general: other (roles) | 35 | 34/140 | .79 | .91 | 35 | 36/140 | .95 | .98 | 34 | 30/136 | .85 | .95 |
| | *Recoding: without differentiation concerning the order* | 35 | 34/140 | .80 | .92 | 35 | 36/140 | 1 | 1 | 34 | 30/136 | .86 | .95 |
| | *Recoding: without differentiation sound bite/thematization* | 35 | 34/140 | .83 | .93 | 35 | 36/140 | .95 | .98 | 34 | 30/136 | .85 | .95 |
| w/x | *Recoding: without differentiation of the role* | 35 | 43/140 | .89 | .95 | 35 | 40/140 | .96 | .98 | 34 | 36/136 | .90 | .96 |
| B20a | Angela Merkel | 35 | 39/140 | .89 | .88 | 35 | 53/140 | .88 | .89 | 34 | 58/136 | .85 | .81 |
| | *Recoding: three point scale* | 35 | 39/140 | .92 | .90 | 35 | 53/140 | .90 | .91 | 34 | 58/136 | .89 | .86 |
| B20b | CDU | 35 | 33/140 | .95 | .94 | 35 | 43/140 | .80 | .88 | 34 | 25/136 | .85 | .86 |
| | *Recoding: three point scale* | 35 | 33/140 | .95 | .94 | 35 | 43/140 | .81 | .87 | 34 | 25/136 | .89 | .89 |
| B20c | CSU | 35 | 30/140 | .84 | .88 | 35 | 45/140 | .82 | .85 | 34 | 22/136 | .91 | .87 |
| | *Recoding: three point scale* | 35 | 30/140 | .85 | .90 | 35 | 45/140 | .83 | .86 | 34 | 22/136 | .93 | .89 |
| B20d | Peer Steinbrück | 35 | 28/140 | .99 | .94 | 35 | 35/140 | .95 | .90 | 34 | 29/136 | .95 | .94 |
| | *Recoding: three point scale* | 35 | 28/140 | 1 | .96 | 35 | 35/140 | .95 | .91 | 34 | 29/136 | .95 | .94 |
| B20e | SPD | 35 | 45/140 | .93 | .93 | 35 | 37/140 | .81 | .92 | 34 | 30/136 | .67 | .87 |
| | *Recoding: three point scale* | 35 | 45/140 | .91 | .95 | 35 | 37/140 | .85 | .94 | 34 | 30/136 | .67 | .88 |
| B20f | Rainer Brüderle | 35 | 4/140 | 1 | 1 | 35 | 0/140 | - | - | 34 | 7/136 | .85 | .99 |
| | *Recoding: three point scale* | 35 | 4/140 | 1 | 1 | 35 | 0/140 | - | - | 34 | 7/136 | .85 | .99 |
| B20g | FDP | 35 | 26/140 | .98 | .91 | 35 | 24/140 | .79 | .92 | 34 | 9/136 | .88 | .99 |
| | *Recoding: three point scale* | 35 | 26/140 | .92 | .93 | 35 | 24/140 | .86 | .92 | 34 | 9/136 | .88 | .99 |
| B20h | Jürgen Trittin | 35 | 8/140 | 1 | 1 | 35 | 8/140 | 1 | 1 | 34 | 8/136 | 1 | 1 |
| | *Recoding: three point scale* | 35 | 8/140 | 1 | 1 | 35 | 8/140 | 1 | 1 | 34 | 8/136 | 1 | 1 |
| B20i | Bündnis 90/Die Grünen | 35 | 16/140 | 1 | .94 | 35 | 13/140 | .79 | .92 | 34 | 13/136 | .61 | .88 |
| | *Recoding: three point scale* | 35 | 16/140 | 1 | .97 | 35 | 13/140 | .81 | .94 | 34 | 13/136 | .64 | .90 |

| | | 35 | 0/140 | - | - | 35 | 0/140 | - | - | 34 | 0/136 | - | - |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| B20j | Gregor Gysi | 35 | 0/140 | - | - | 35 | 0/140 | - | - | 34 | 0/136 | - | - |
| | *Recoding: three point scale* | 35 | 0/140 | - | - | 35 | 0/140 | - | - | 34 | 0/136 | - | - |
| B20k | Die Linke | 35 | 15/140 | .92 | .96 | 35 | 10/140 | .86 | .98 | 34 | 8/136 | .74 | .97 |
| | *Recoding: three point scale* | 35 | 15/140 | .92 | .97 | 35 | 10/140 | .86 | .98 | 34 | 8/136 | .74 | .97 |
| B20l | Coalition CDU/CSU and FDP, federal government | 35 | 40/140 | .99 | .93 | 35 | 39/140 | .81 | .88 | 34 | 35/136 | .85 | .90 |
| | *Recoding: three point scale* | 35 | 40/140 | .99 | .94 | 35 | 39/140 | .86 | .89 | 34 | 35/136 | .82 | .90 |
| B20m | Grand Coalition (CDU/CSU und SPD) | 35 | 3/140 | .66 | .99 | 35 | 4/140 | 1 | 1 | 34 | 0/136 | - | - |
| | *Recoding: three point scale* | 35 | 3/140 | .66 | .99 | 35 | 4/140 | 1 | 1 | 34 | 0/136 | - | - |
| B20n | Coalition SPD and Bündnis 90/Die Grünen | 35 | 4/140 | 1 | .97 | 35 | 4/140 | 1 | .99 | 34 | 4/136 | .49 | .96 |
| | *Recoding: three point scale* | 35 | 4/140 | 1 | .97 | 35 | 4/140 | 1 | .99 | 34 | 4/136 | .49 | .96 |

**Constitution of recording units at statement level (coder group 3)**

| | Current Test 1 | | Current Test 2 | | Current Test 3 | |
|---|---|---|---|---|---|---|
| | Cases | VÜ[1] | Cases | VÜ[1] | Cases | VÜ[1] |
| Formation of statement | 89 | 89.9 | 67 | 93.9 | 80 | 91.3 |

1          Percentage of recording units coded identically by all four coders participating in the test.


**Coding of variables of statement analysis (coder group 3)**

| | | Current Test 1 | | | | Current Test 2 | | | | Current Test 3 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Var. | Name | Cases | Cod.[1] | $\alpha^2$ | Holsti | Cases | Cod.[1] | $\alpha^2$ | Holsti | Cases | Cod.[1] | $\alpha^2$ | Holsti |
| S10 | Statement's subject | 48 | 96/96 | .85 | .85 | 40 | 80/80 | .92 | .93 | 40 | 80/80 | .79 | .8 |
| S11 | Object of evaluation | 48 | 96/96 | .80 | .83 | 40 | 80/80 | .83 | .85 | 40 | 80/80 | .86 | .88 |
| S12 | Tendency of evaluation | 48 | 96/96 | 1 | 1 | 40 | 80/80 | .94 | .96 | 40 | 80/80 | 1 | 1 |
| S13 | Policy reference point | 48 | 96/96 | .84 | .90 | 40 | 80/80 | .83 | .9 | 40 | 80/80 | .84 | .9 |
| S14 | If specific policy competence: policy issue? | 17 | 34/34 | .82 | .88 | 17 | 34/34 | 1 | 1 | 20 | 40/40 | 1 | 1 |
| S20 | Statement's subject | 24 | 48/48 | 1 | 1 | 21 | 42/42 | .81 | .91 | 30 | 60/60 | .86 | .9 |
| S21 | Statement's object | 24 | 48/48 | .95 | .96 | 21 | 42/42 | 1 | 1 | 30 | 60/60 | .96 | .97 |
| S22 | Assessment of electoral chances – static | 24 | 28/48 | .94 | .96 | 21 | 18/42 | 1 | 1 | 30 | 29/60 | .95 | .97 |
| S23 | Assessment of electoral chances – dynamic | 24 | 20/48 | 1 | 1 | 21 | 24/42 | 1 | 1 | 30 | 31/60 | .95 | .97 |
| S24 | Explication of the electoral chance | 24 | 28/48 | .83 | .88 | 21 | 18/42 | .85 | .91 | 30 | 38/60 | .83 | .87 |
| S25 | Reference to survey results | 24 | 48/48 | 1 | 1 | 21 | 41/42 | 0 | .95 | 30 | 53/60 | .20 | .83 |
| S30 | Statement's subject | 8 | 16/16 | 1 | 1 | 2 | 4/4 | 1 | 1 | 3 | 6/6 | 1 | 1 |

| Var. | Name | Current Test 1 | | | | Current Test 2 | | | | Current Test 3 | | | |
|------|------|-------|-------|----------|--------|-------|-------|----------|--------|-------|-------|----------|--------|
| | | Cases | Cod.[1] | $\alpha^2$ | Holsti | Cases | Cod.[1] | $\alpha^2$ | Holsti | Cases | Cod.[1] | $\alpha^2$ | Holsti |
| S31 | Possible coalition constellations | 8 | 16/16 | 1 | 1 | 2 | 4/4 | 1 | 1 | 3 | 6/6 | 1 | 1 |
| S32 | Coalition statement | 8 | 16/16 | .79 | .88 | 2 | 4/4 | 0 | .5 | 3 | 6/6 | 1 | 1 |
| | *Recoding: 1=1; 2,3=2; 4=3* | 8 | 16/16 | 1 | 1 | 2 | 4/4 | 0 | .5 | 3 | 6/6 | 1 | 1 |
| | *Recoding: 1,2=1; 3,4=2* | 8 | 16/16 | .73 | .88 | 2 | 4/4 | 1 | 1 | 3 | 6/6 | 1 | 1 |

# 3   Plan of variables

Coder_vs    Coder of the variables for the newscast and the constitution of news stories

## 1.  Analysis of the newscasts

*Formal data*

ID_sdg    ID of the newscast

V01    Title of the newscast/numeric

V02    Title of the newscast/alphanumeric

V03    Year

V04    Month

V05    Day

[V06    Beginning of the newscast]

V06m    Minute

V06s    Second

[V07    End of the newscast]

V07m    Minute

V07s    Second

V08    Duration of the newscast in seconds


## 2.  Analysis of news stories

ID_bei    ID of the news story

B01    Current number of the news story in the respective newscast

B02    1st filter variable news story analysis: *thematically classifiable news story?*

[B03    Beginning of the news story]]

B03m    Minute

B03s    Second

[B04    End of the news story]

B04m    Minute

B04s    Second

B05    Duration of the newscast in seconds

*Filter variable politics*

B06    2nd filter variable news story analysis: *does the news story refer to German federal politics or German political actors (codes 1000-1400)?*

B07    Announcement of the news story

B08    Journalistic form of presentation

B09    Main subject of the news story: alphanumeric

*Thematization analysis (1): thematization of politics, polity and  policy*

Coder_bei    Coder of the thematization analysis and the coder ranking (group 2)

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*

*(3a) Thematization of positions in the debate about welfare-state services*

B17a         Welfare-state services

*(3b) Thematization of positions in the debate about taxes and duties*

B17b         Fiscal policy

*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 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 (Union parties resp.) 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 und SPD) |
| B20n | Coalition SPD and Bündnis 90/Die Grünen |

## 3. Statement analysis

*Formal data*

| Coder_a | Coder of the statement's analysis (group 3) |
|---|---|
| ID_aus | ID of statement |
| S01 | Current number of statement per news story |
| S02 | Central filter of statement analysis: statement group |

*Statement group 1: evaluations of German political actors*

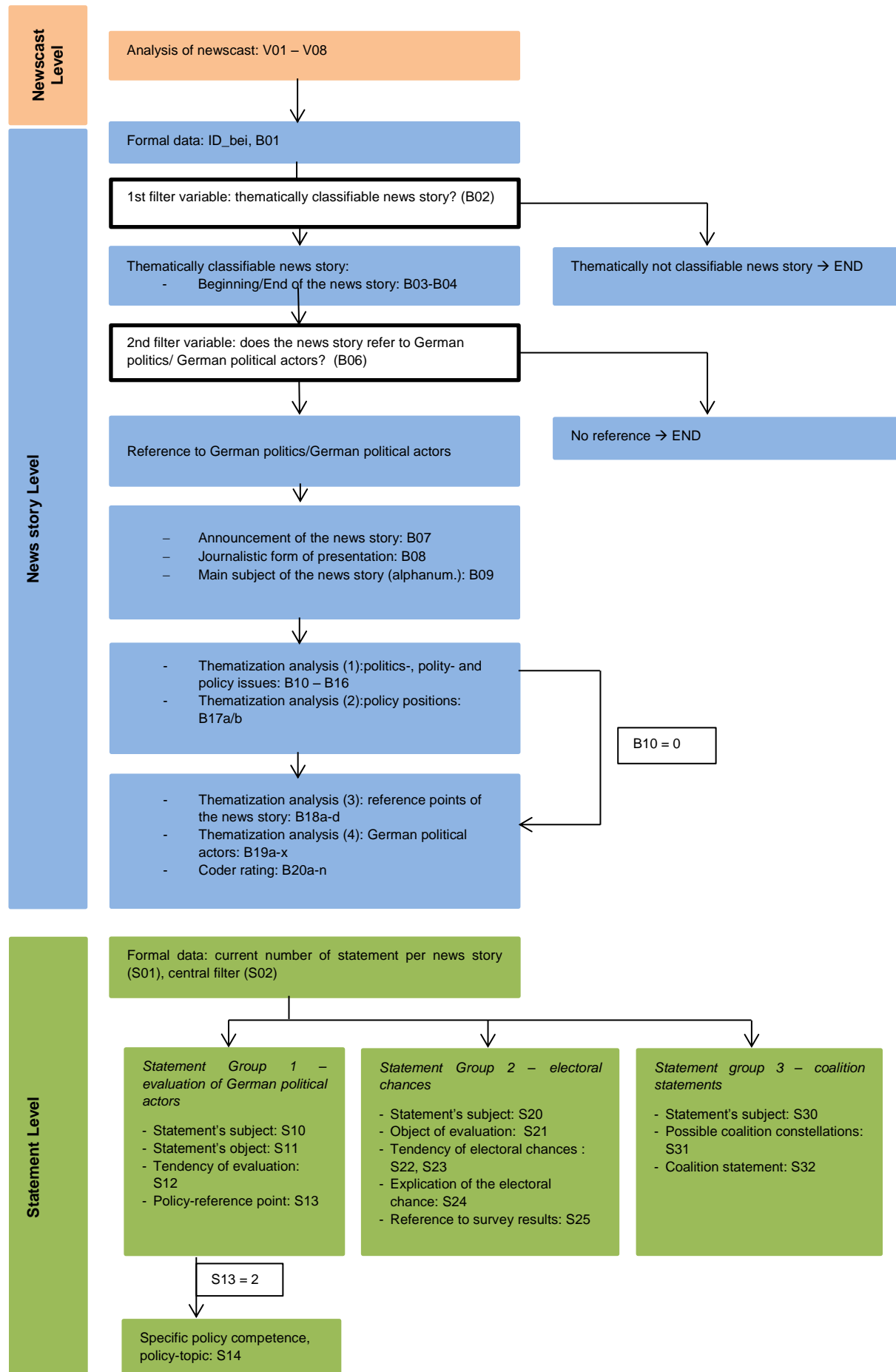| S10 | Statement's subject |
|---|---|
| S11 | Object of evaluation |
| S12 | Tendency of evaluation |
| S13 | Policy reference point |
| S14 | If specific policy competence: policy issue? |

*Statement group 2: statements about electoral chances in Germany*

S20        Statement's subject

S21        Statement's object

S22        Assessment of electoral chances – static

S23        Assessment of electoral chances – dynamic

S24        Explication of the electoral chance

S25        Reference to survey results


*Statement group 3: coalition statements*

S30        Statement's subject

S31        Possible coalition constellations

S32        Coalition statement

# 4   Overview of variables' structure and filtering

**Newscast Level**

Analysis of newscast: V01 – V08

**News story Level**

Formal data: ID_bei, B01

1st filter variable: thematically classifiable news story? (B02)

Thematically classifiable news story:
- Beginning/End of the news story: B03-B04

Thematically not classifiable news story → END

2nd filter variable: does the news story refer to German politics/ German political actors? (B06)

No reference → END

Reference to German politics/German political actors

- Announcement of the news story: B07
- Journalistic form of presentation: B08
- Main subject of the news story (alphanum.): B09

- Thematization analysis (1):politics-, polity- and policy issues: B10 – B16
- Thematization analysis (2):policy positions: B17a/b

B10 = 0

- Thematization analysis (3): reference points of the news story: B18a-d
- Thematization analysis (4): German political actors: B19a-x
- Coder rating: B20a-n

**Statement Level**

Formal data: current number of statement per news story (S01), central filter (S02)

*Statement Group 1 – evaluation of German political actors*

- Statement's subject: S10
- Statement's object: S11
- Tendency of evaluation: S12
- Policy-reference point: S13

S13 = 2

Specific policy competence, policy-topic: S14

*Statement Group 2 – electoral chances*

- Statement's subject: S20
- Object of evaluation: S21
- Tendency of electoral chances : S22, S23
- Explication of the electoral chance: S24
- Reference to survey results: S25

*Statement group 3 – coalition statements*

- Statement's subject: S30
- Possible coalition constellations: S31
- Coalition statement: S32

# 5   Code plan

| **Group 1** |
|---|

| Coder_vs | Coder of the variables of the newscast and the constitution of the news stories |
|---|---|
| 1 | Maike Haas |
| 2 | Ina Leinert |
| 3 | Marina Petritschuk |
| 4 | Tim Runck |

## 1.  Analysis of the newscast

### *Formal Data*

| ID_sdg | ID of the newscast |
|---|---|
| | = V01, V03, V04, V05 |

**V01**　　**Title of the newscast/numeric**

*ARD/Das Erste*

| 11 | Tagesschau |
|---|---|

*ZDF*

| 21 | heute |
|---|---|

*RTL*

| 31 | RTL aktuell |
|---|---|

*Sat.1*

| 41 | Sat.1 Nachrichten |
|---|---|

**V02**　　**Title of the newscast/alphanumeric**

**V03**　　**Year**

| 13 | 2013 |
|---|---|

**V04**　　**Month**

| 06 | June |
|---|---|
| 07 | July |
| 08 | August |
| 09 | September |

**V05**　　**Day**

01

…

31

**[V06**　　**Beginning of the newscast]**

**V06m**　　**Minute**

**V06s**　　**Second**

**[V07**　　**End of the newscast]**

**V07m**　　**Minute**

**V07s**　　**Second**

**V08**      **Duration of the newscast in seconds**


## 2. Analysis of news stories

**ID_bei**   **ID of the news story**

= ID_sdg, B01

**B01**   **Current number of news story in the respective newscast**

**B02**   **1st filter variable news story analysis: thematically classifiable news story?**

1      Thematically classifiable news story (at least 3 sec.)

2      Thematically not classifiable news story (at least 15 sec.)            ⇒ **End**


**[B03**   **Beginning of the news story]**

**B03m**   **Minute**

**[B03s**   **Second]**

**[B04**   **End of the news story]**

**B04m**   **Minute**

**B04s**   **Second**

**B05**   **Duration of the news story in seconds**


### *Filter variable politics*

**B06**   **2nd filter variable news story analysis:**
**_does the news story refer to German politics or to German political actors (codes 1000 – 1400)?_**

1      Yes: German politics is main topic/German political actor in main role

⇒ **Continue (with in-depth analysis)**

2      Yes: German politics is secondary topic/German political actors in secondary role

⇒ **Continue (with in-depth analysis)**

9      No: no politics/no German political actor            ⇒ **End**


**B07**   **Announcement of the news story**

0      News story was not announced

1      News story was announced

**B08**   **Journalistic form of presentation**

1      News story presented by the anchorman

2      News story within a film ("NIF")

3      News story as a film

4      On location/stand-ups/reporter on site

5      Interview/talk (in the studio, on location, interview by phone)

6      Commentary

7      Independent moderation

---

| 9 | Other |
|---|---|

**B09**     **Main subject of the news story: alphanumeric**

---

## Group 2

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

**Coder_bei**    **Coder of the thematization analysis and of the coder ranking (group 2)**

| 5 | Pauline Beck |
|---|---|
| 6 | Vanessa Cann |
| 7 | Isa Ihle |
| 8 | Lena Schackmann |

**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) | |
| 2 | Polity issue and event (cf. list 1: codes 2000) | |
| 3 | Policy issue and event (cf. list 1: codes 3000/4000) | |

**B11**     **Reference to politics issues?**

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

**B12**     **If yes: politics issue**

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

**B13**     **Reference to polity issues?**

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

**B14**     **If yes: polity issue**

| 2000-2500 | polity issue according to list 1 |
|---|---|

**B15**     **Reference to policy issues?**

| 0 | No | ⟹ **Continue with B17a** |
|---|---|---|
| 1 | Main aspect | ⟹ **Continue with B16** |
| 2 | Secondary aspect | ⟹ **Continue with B16** |

**B16**     **If yes: policy issue**

| 3000-4500 | policy issue according to list 1 |
|---|---|

*Thematization analysis (2): policy positions*

*(3a) 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

*(3b) 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 1200-1460)

0            No

1            Yes

**B18b**     **Explicit reference to the TV debate**

0            No

1            Yes

**B18c**     **Explicit reference to survey results concerning the Federal election 2013**

0            No

1            Yes

**B18d**     **Central event as cause of reporting**

0            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 (Union parties resp.) 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 |
| **B20** | 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 |

### 3. Statement analysis

### Group 3

### *Formal data*

| | |
|---|---|
| **Coder_a** | **Coder of the statement analysis (group 3)** |
| 9 | David Grundmanns |
| [10 | Max Keller] |
| 11 | Nicolas Loevenich |
| [12 | Yvonne Sobotko] |
| **ID_aus** | **ID of statement** |
| | = ID_bei, S01 |
| **S01** | **Current number of statement per news story** |
| **S02** | **Central filter statement analysis: statement group** |

| | | |
|---|---|---|
| 1 | Statement group 1: evaluations of German political actors | ⇒ **Continue with S10** |
| 2 | Statement group 2: statements about electoral chances | ⇒ **Continue with S20** |
| 3 | Statement group 3: coalition statements | ⇒ **Continue with S30** |

### *Statement group 1: evaluations of German political actors*

| | | |
|---|---|---|
| **S10** | **Statement's subject** | |
| 1000-7800 | Subject according to list 2 | |
| **S11** | **Object of evaluation** | |
| nnnn | Cf. list 2: codes 1000-1800 and 3000-4000 | |
| **S12** | **Tendency of evaluation** | |
| 1 | Negative | |
| 2 | Positive | |
| **S13** | **Policy reference point** | |
| 1 | General policy competence | ⇒ **End** |
| 2 | Specific policy competence | ⇒ **Continue with S14** |
| 9 | No policy reference point of the evaluation | ⇒ **End** |

**S14**     **If specific policy competence: policy issue?**

31      Foreign affairs

33      Defense

34      Internal security

35      Infrastructure

36      Environment

37      Social policy

38      Labor market policy

39      Economic policy

41      Education policy

42      Cultural policy and leisure policy

43      Finance

44      East Germany

45      Other specific topic with reference to policy issues

### Statement group 2: statements about electoral chances in Germany

| S20 | Statement's subject |
|---|---|
| 1000-7800 | Subject according to list 2 |

**S21**  **Statement's object**

*Chancellor candidates*

| 11 | Angela Merkel |
|---|---|
| 12 | Peer Steinbrück |

*Parties*

| 21 | CDU/CSU |
|---|---|
| 22 | SPD |
| 23 | Bündnis 90/Die Grünen |
| 24 | FDP |
| 25 | Die Linke |
| 26 | AfD |
| 29 | Other parties |

*Coalitions*

| 31 | Coalition CDU/CSU and FDP (black-yellow) |
|---|---|
| 32 | Grand coalition (CDU/CSU and SPD) |
| 33 | Coalition SPD and Bündnis 90/Die Grünen (red-green) |
| 34 | Social liberal coalition (SPD and FDP, red-yellow) |
| 35 | Coalition SPD, Bündnis 90/Die Grünen and Die Linke (red-red-green) |
| 36 | Coalition SPD, FDP and Bündnis 90/Die Grünen (red-yellow-green) |
| 37 | Coalition CDU/CSU, FDP and Bündnis 90/Die Grünen (black-yellow-green) |
| 38 | Coalition CDU/CSU and Bündnis 90/Die Grünen (black-green) |
| 39 | Coalition CDU/CSU und AfD |
| 40 | Coalition CDU/CSU, AfD und FDP |
| 99 | Other coalitions |

**S22**  **Assessment of electoral chances – static**

| 0 | No static of the electoral chance |
|---|---|
| 1 | Bad/worse than |
| 2 | Medium/just as well |
| 3 | Good/better than |

**S23**  **Assessment of electoral chances – dynamic**

| 0 | No dynamic of the electoral chance |
|---|---|
| 1 | Decreasing support/losses |
| 2 | Constant support |
| 3 | Increasing support/gains |

| | |
|---|---|
| **S24** | **Explication of the electoral chance** |
| 0 | Does not apply |
| 11 | Absolute majority of a party |
| 12 | Strongest party |
| 13 | Record election result |
| 14 | Taking over government by formation of two-party coalition |
| 15 | Taking over government only by formation of a three-party coalition |
| 16 | Participation in government |
| 17 | Third-placed party |
| 18 | Double-digit election result |
| 19 | Passing the minimum voting threshold of 5% |
| 20 | Popularity of chancellor candidates |
| 99 | Other specific electoral chance |
| **S25** | **Reference to survey results** |
| 0 | No |
| 1 | Yes |

### Statement group 3: coalition statement

**S30**      **Statement's subject**

1         (Actor of) CDU

2         (Actor of) CSU

3         (Actor of) SPD

4         (Actor of) Bündnis 90/Die Grünen

5         (Actor of) FDP

6         (Actor of) Die Linke

7         (Actor of) AfD

9         (Actor of) other party

**S31**      **Possible coalition constellations**

1         Black-yellow coalition (CDU/CSU and FDP)

2         Grand coalition (CDU/CSU and SPD)

3         Red-green coalition (SPD and Bündnis 90/Die Grünen)

4         Red-yellow coalition/Social liberal coalition(SPD and FDP)

5         Red-red-green coalition (SPD, Bündnis 90/Die Grünen and Die Linke)

6         Red-yellow-green coalition (SPD, FDP and Bündnis 90/Die Grünen)

7         Black-yellow-green coalition (CDU/CSU, FDP and Bündnis 90/Die Grünen)

8         Black-green coalition (CDU/CSU and Bündnis 90/Die Grünen)

9         Coalition CDU/CSU und AfD

10        Coalition CDU/CSU, AfD und FDP

99        Other coalitions

**S32**      **Coalition statement**

1         Unconditional rejection

2         Conditional rejection/no complete rejection

3         Conditional approval/no complete approval

4         Unconditional approval

# 6 Elucidations of the codes

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

## 1. Newscast analysis

### Group 1

*Formal data*

**ID_sdg**      **ID of the newscast**

The ID consists of eight characters: 1. number of the newscast V01, 2. examination year V03, 3. examination month V04, 4. examination day V05.

**V01**      **Title of the newscast/numeric**

*ARD/Das Erste*

11      Tagesschau

*ZDF*

21      heute

*RTL*

31      RTL aktuell

*Sat.1*

41      Sat.1 Nachrichten

**V02**      **Title of the newscast/alphanumeric**

**V03**      **Year**

13      2013

**V04**      **Month**

06      June

07      July

08      August

09      September

**V05**      **Day**

01

…

31

**[V06        Beginning of the newscast]**

**V06m     Minute**

**V06s      Second**

Principles

The beginning of a newscasts is defined by the start of the opening credits. If an advertising spot or clock appears in the opening credits, the newscast begins when the clock disappears, i.e. when the advertisement ends. Four broadcasting companies use the following advertising clock:

ARD:     advertising spot in a blue frame with great digital clock below,

ZDF:     analogue clock appearing in the corner while the advertising spot is broadcasted,

RTL:     split screen advertising spot, while inserting "Gleich RTL aktuell" below,

Sat.1:    split screen advertising spot, while head lines are faded in below (crawler).

**[V06        End of the newscast]**

**V06m     Minute**

**V06s      Second**

Principles

The end of the newscast is defined by the end of the closing credits. Weather reports with own opening credit or sponsor acknowledgement are not part of the newscast.

**V08        Duration of the newscast in seconds**

## 2. Analysis of news stories

**ID_bei      ID of the news story**

The ID consists of ten characters:

1. number of the newscast V01, 2. examination year V03, 3. examination month V04, 4. examination day V05, 5. number of news story B01. Numbers 1 to 4 define the ID of the news story (ID_sdg).

**B01      Current number of news story in the respective newscast**

    Principles

    With each newscast the numeration of the news stories has to be started again.

    (cf. paragraph 1.3 for the identification of recording units)

**B02      1st filter variable news story analysis: Thematically classifiable news story?**

1      Thematically classifiable news story (at least 3 sec.)

2      Thematically not classifiable news story (at least 15 sec.)          **⇒ End**

    Principles

    The **opening words and closing remarks** of a news story have to be seen as part of the story even if they contain additional information (even if they last more than 15 sec. but refer exclusively to the following/previous news story).

    In doubt, moderations have to be seen as opening words rather than closing remarks.

    Indicators for opening words (= no new recording unit, hereafter referred to as "RU"): introductory information, background information.

    Opening words of blocs of short news items/newsflashes belong to the first news story of the bloc if they do not last more than 15 seconds.

    In newscasts presented by several moderators in the studio the opening words often have a function of transition, i.e. they refer on the previous as well as on the following news story (e.g. if one thematic news bloc is followed by another thematically different as sports and weather). **If in doubt, it has to be seen as opening rather than as closing remarks.** If a new person appears on the scene, this constitutes a new RU.

    Opening credits/welcoming words/overview of the news to come/closing credits/teaser "see in a moment" (RTL) are considered as B02=2 if they last longer than 15 seconds. If they are shorter, they are attributed to the previous resp. following news story. Only the overview of the news in addition has to be examined with regard to the announced topics (in conjunction with the coding of the respective news story -> B07).

    The moderation does not determine the topic of the news story.

    **The spoken content is more decisive than the pictures,** i.e. a new RU begins only when the moderator talks about a new topic even if there could be seen earlier any pictures referring to the new topic.

    Switching on to an intern stock market expert/journalists is to be classified under a single news story even if several topics are treated.

**[B03      Beginning of the news story]**

B03m      Minute

B03s      Seconds

    Principles

    Beginning of the news story has to be put down. Please note that the beginning of the first news story must be identical with the beginning of the newscast.

**[B04      End of the news story]**

B04m      Minute

B04s      Second

**B05      Duration of the news story in seconds**


*Filter variables politics*

**B06      2nd filter variable news story analysis:**
            *does the news story refer to German politics or German political actors (Codes 1000-1400)?*

1            Yes: German politics is main topic/German political actor in main role

                                                           ⇒ **Continue (with in-depth analysis)**

2            Yes: German politics is secondary topic/German political actors in secondary role

                                                           ⇒ **Continue (with in-depth analysis)**

9            No: no politics/no German political actor

                                                                                          ⇒ **End**


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 plan 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 referrers 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 reference 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.

**B07**    **Announcement of the news story**

Was the news story announced in the opening credits (even in the crawler)?

0    News story was not announced

*This code also applies to news stories which have been announced during the newscasts and not in the opening credits (i.e. "After the short news you'll see…").*

1    News story was announced

Principles

If a newscast contains several news stories about an announced topic (e.g. film and interview), all of them will be coded as announced.

**Please note** that it is possible that the announcements to be coded can appear before the defined beginning of the newscast, i.e. during the advertising clock.

However, only announcements which appear immediately before the defined beginning of the newscast are registered. Earlier announcements, e.g. during the previous program, are not registered.

**B08**    **Journalistic form of presentation**

1    News presented by an anchorman

*The news is read out or recited freely by the anchorman, often within news blocs. Normally, only the anchorman is to be seen (eventually with still pictures or graphics as background or frame).*

*Does not contain film or moving pictures.*

*2*    News story within a film ("NIF")

*An event is presented within a film while the text is read out by the anchorman (or another speaker) and not by a correspondent/reporter. This happens very often within news blocs. It is possible that at first only the speaker is to be seen and then the film appears while the speaker continues talking.*

*Contains always film shots resp. moving pictures.*

*Apart from pictures it can also contain quotes even as insertion.*

*Indicators: short duration, often sequence of several stories read out by the same speaker without displaying the author.*

*Pictures often come from news agencies and are attributed with own text so that the films are not self-produced.*

*Please note that in the Tagesschau NIFs also can appear outside of news blocs.*

*If a supposed NIF appears after other forms of presentation, it has to be examined thoroughly whether it has to be seen as part of the previous news story. Indicators or the constitution of a new RU: change of speaker, laterally inserted message, no transition to another actor made by the journalist of the news story or the speaker.*

*3*    *News story as a film*

*Normally it is introduced by the anchorman and consists of a (self-produced) story of a reporter which can contain quotes and interviews. The reporter can often be seen.*

*Indicators: mostly longer duration as NIFs, the author is named explicitly.*

4    On location/stand-ups/reporter on site

*A correspondent/reporter of the broadcasting company reports on location in a live transmission, even by telephone or as VTR.*

*Mostly the moderator prepares the live transmission by an introductory question, the correspondent/reporter answers and the moderator thanks him. The introductory words have to be seen as part of the live transmission.*

*The reporter can also hold an interview on site.*

*Can also include moving pictures while the correspondent continues speaking.*

*Please note that you must not code interviews between news speakers and reporters or experts or politicians in this category. These are to be registered as interviews (Code 5).*

*Exception: experts from survey institutes who cooperate regularly with the broadcasting company are to be considered as intern journalists, i.e. interviews with them can be coded as live transmission.*

5        Interview/Talk

*In this category it is not relevant whether the interview is held in studio, by telephone or in a live transmission. This category includes interviews with news speakers and reporters. An interview consists of at least two questions (if there is only an introductory question and afterwards an uninterrupted stand-up, cf. Code 4).*

*Can also contain clips while the interview goes on*

6        Commentary

*Must be specified explicitly as such.*

7        Independent moderation

*Moderation with informative character that does not introduce a news story. Can contain clips while the text is read out live by the speaker.*

*Under this category conversations between several moderators have to be coded while conversations with "experts" have to be coded as interviews (Code 5) even if they appear regularly in the newscast.*

9        Other

*e.g. public polls and vox pops*

**B09        Main subject of the news story: alphanumeric**

Principles

Take down a headline which should explain the coding and be comprehensible even after a year and which helps the coders of the in-depth analysis to identify the respective news story.

The format of the registration is standardized: "State or site: Actor plus topic resp. event".

For events in Germany it is sufficient to note only the site, the region or the State; it is not necessary to note the detail "Germany" ("D"), only if the exact site is not mentioned or it refers to several regions.

For events outside of Germany only the country is registered unless the exact site is important for the reported event (e.g. "F: Parliament adopts tax increases"; "USA: Flood in New Orleans").

If the country is not clear or not mentioned, a question mark ("?") is to be registered.

| Group 2 |
| --- |

### *Thematization analysis (2): 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.



**POLICY-ISSUES**

3100    International relations

3111 European Union

3112   Accession of Turkey to the EU

…    …

….

3510
Transport policy in general

….

3513 public
passenger transport

3514
Price increases

…
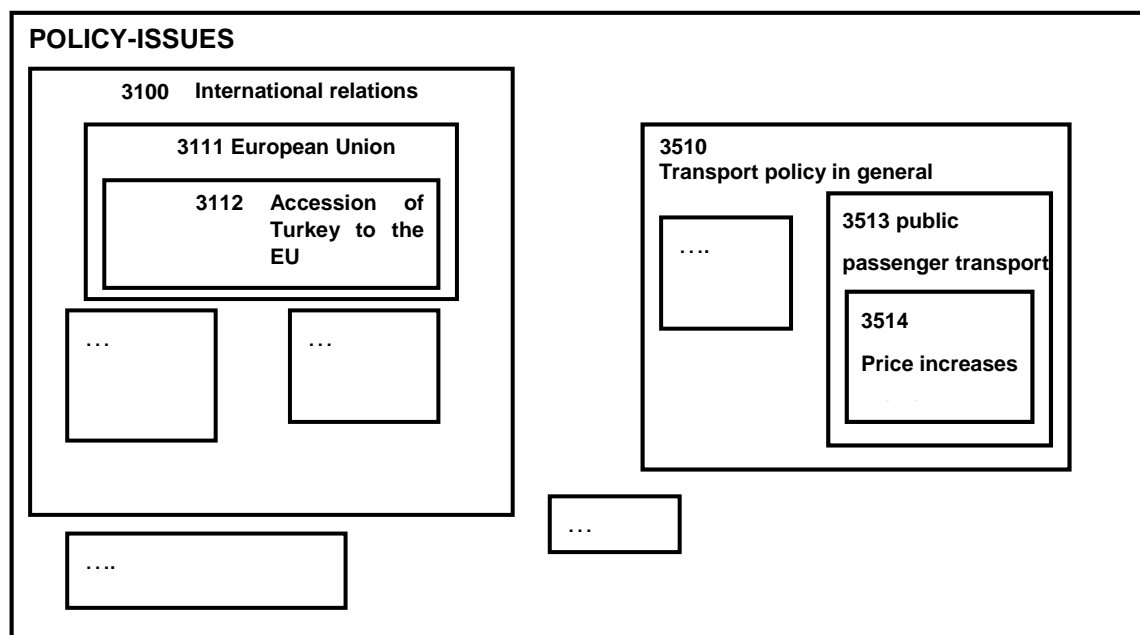
Example I: A news story handles with the planned price increases in public passenger transport. In this case it has to be coded as 3514 "Special topic price increases".I f the news story, however, treated only the "Deutsche Bahn" in general, it has to be coded as 3513 "Public passenger transport in particular". 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 (B06=2), the main subject of this secondary topic of the news story has to be identified.

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

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

| **0** | **No politics , polity or policy issue or event** | **⇒ Continue withB18a** |
|---|---|---|
| 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) | |

| **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 it they also appear as secondary aspect. Therefore it is important by which dimension (politics or polity or policy) the existing political reference of the news story is primarily achieved and not whether politics/polity/policy is the main aspect of the news story.

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

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

| **B12** | **If yes: politics issue** |
|---|---|
| 1000-1700 | Politics issue according to list 1 |

Principles

Rather a **concrete code** than a 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

<u>Principles</u>

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**

<u>Principles</u>

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

<u>Principles</u>

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.

<u>Example</u>: 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.

## *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 explicitly 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 election2013**

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 (also by the insert or lower third).

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 (Union parties resp.) in general |
| | *I.e. institutional and other roles* |

| **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 |

> *Includes: synonyms as "black-yellow coalition/ CDU/CSU and FDP coalition", "Cabinet"*
>
> *In news stories referring to foreign policy, "Berlin" and "Germany" are always considered to be synonymous with the government.*
>
> *Includes: government spokesperson*

| **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 |

<u>Principles and examples</u>

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.

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

**In assessing the news story equal weight is attributed to all evaluations on actors regardless of the actor's category**, i.e. e.g. journalistic evaluations are equally important 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).

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[4] 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 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.

| **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 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 20013 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 coaliton 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 Steinbrück[5] is portrayed as a pleasant politician in a news story about his appearance in the Hall Meeting. Gregor Gysi is characterized 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*

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[5]  The direction of the tendency refers to the underlined actor respectively.

*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 <u>FDP</u> in its election manifesto. A news story suggests that a <u>coalition between SPD and the Greens</u> 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 <u>black-yellow coalition</u> has completed an enormous work load by adopting legislative packages and reforms.*
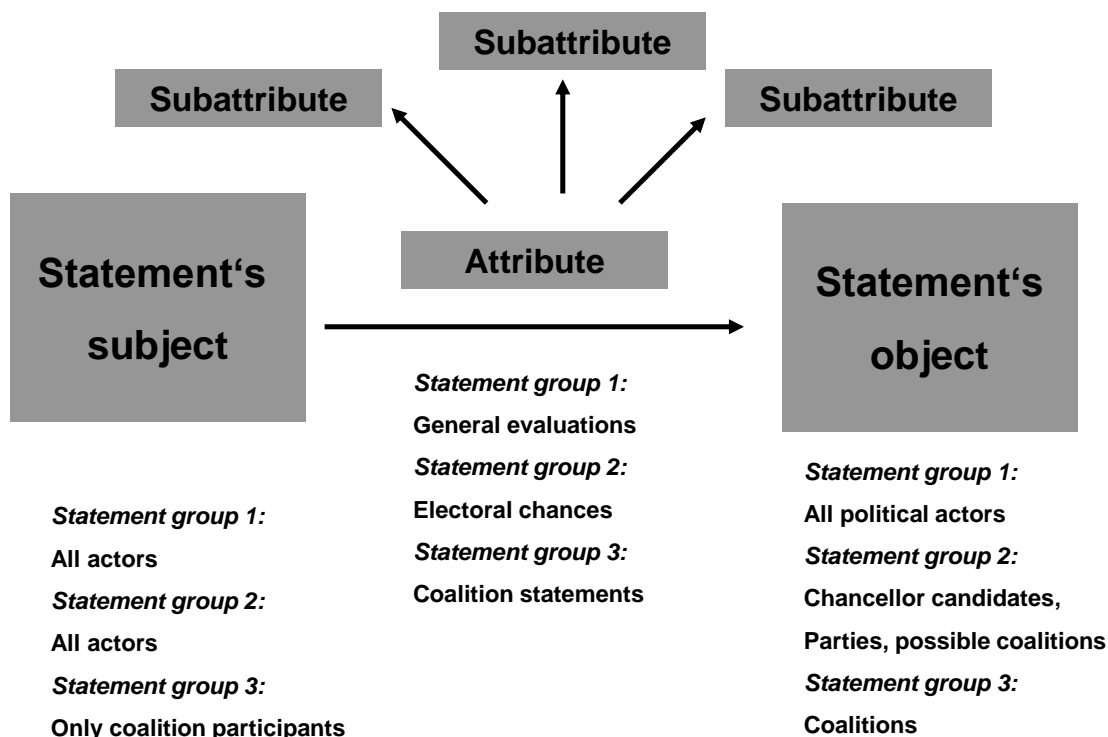
Example for failure (negative): *A news story claims that the family policy of the <u>CDU</u> could not stop the dropping of the birth rate or even encouraged it.*

### 3. Statement analysis

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### Group 3

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General structure:

Generally a statement is defined as the allocation of an attribute to the statement's object by an action in the role of the statement's subject. The attribute can be completed by the allocation of subattributes.

| Subattribute | | Subattribute | | Subattribute |

**Statement's subject**

*Statement group 1:*
**All actors**

*Statement group 2:*
**All actors**

*Statement group 3:*
**Only coalition participants**

**Attribute**

*Statement group 1:*
**General evaluations**

*Statement group 2:*
**Electoral chances**

*Statement group 3:*
**Coalition statements**

**Statement's object**

*Statement group 1:*
**All political actors**

*Statement group 2:*
**Chancellor candidates,**
**Parties, possible coalitions**

*Statement group 3:*
**Coalitions**

In section 3 of the elucidations of the codes you find further information about how to choose the news stories to be analyzed and to define the three statement groups of the statement analysis.

General principles on the identification and coding of the statements

Each statement is registered one-dimensional, i.e. each in this context relevant remark leads to the constitution of a new recording unit.

If one of the variables characterizing the three statement groups changes, a new case is constituted.

If a statement's subject summarizes two or more identifiable objects in one statement, for each object of evaluation a separate statement must be recorded.

Example: "Both parties considered their candidates to be the winner of the TV debate" – this remark leads to a positive evaluation of Merkel and Steinbrück by the respective party.

"General indications of objects" as for example "all parties" are registered with superordinate code (parties = 3000).

If a speech act of a quoting news speaker/journalist to be registered is repeated/illustrated/concretized as a quote, we only register the sound bite of the quoted actor; even if the quote of the CDU is expressed by e.g. the leader of the parliamentary party group Volker Kauder, i.e. an institution is represented by a concrete politician, only the concrete speaker is registered.

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When identifying the statement's subject and the object of evaluation, the principle of explication is applied. If Angela Merkel is introduced in a news story as election campaigner, she is registered as top candidate (3210) until she is characterized explicitly with her institutional role (chancellor 1101).

When identifying the roles to be coded, the explicit role attributions must firstly be taken into account (e.g. Chancellor Angela Merkel). If in the news story no role is explicitly allocated, the setting is to be used alternatively in order to identify the role to be coded (e.g. "Yesterday Angela Merkel told in the chancellor's office" = Angela Merkel as chancellor). The explication can be made by words and/or images.

Example: "The Federal Minister of Economics and party chairman Philipp Rösler bashed Merkel's assertiveness in the CDU", is registered in one RU. As statement's subject the first mentioned function – Federal Minister of Economics (1105) – is coded.

Principles for all three statement groups/overlapping between the groups

Conditional formulations, speculations and other vague statements are not registered in any of these groups.

Formulations in subjunctive II are to be handled with care. Statements with "would, could, should", etc. have to be examined thoroughly; e.g. "Merkel's 'keep it up' could finally gamble away the CDU's edge in the surveys" will not be registered as electoral chance.

It could happen that certain statements are registered several times: e.g. "A government of CDU/CSU and FDP stands for a better fiscal policy" can be registered as coalition signal (if the statement comes from the CDU/CSU or the FDP) and as evaluation of the fiscal political competence of both parties.

Positive or negative electoral chances are only to be registered as electoral chances (statement group 2), and not one more time as evaluations (statement group 1).


## *Formal data*

### **ID_aus        ID of the statement**

The ID consists of twelve characters:

1. number of newscast V01, 2. year of recording V03, 3. month of recording V04, 4. day of recording V05, 5. number of news story B01, 6. number of statement S01.

| **S01** | **Current number of statement per news story** | |
|---|---|---|
| **S02** | **Central filter statement analysis: statement group** | |
| 1 | Statement group 1: evaluations of German political actors | ⇒ **Continue with S10** |
| 2 | Statement group 2: statements about electoral chances | ⇒ **Continue with S20** |
| 3 | Statement group 3: coalition statements | ⇒ **Continue with S30** |

### *Statement group 1: evaluations of German political actors*

Structure

Statement group 1 is based on the following structure: Any actor (statement's subject) allocates a positive or negative evaluation (statement's attribute) to a political actor (statement's object). In connection with the statement's attribute another subattribute is to be registered: the policy reference point of this evaluation. If the evaluation refers to a specific policy competence, the policy issue of the reference must be registered as second subattribute. If the evaluation refers to the general policy competence of the political actor or another point of reference, the subattribute policy issue is not to be coded.

**Policy issue**

↑

**Policy reference point**

↗

**Any actor (List 2)** → **Evaluation** → **Political actor**
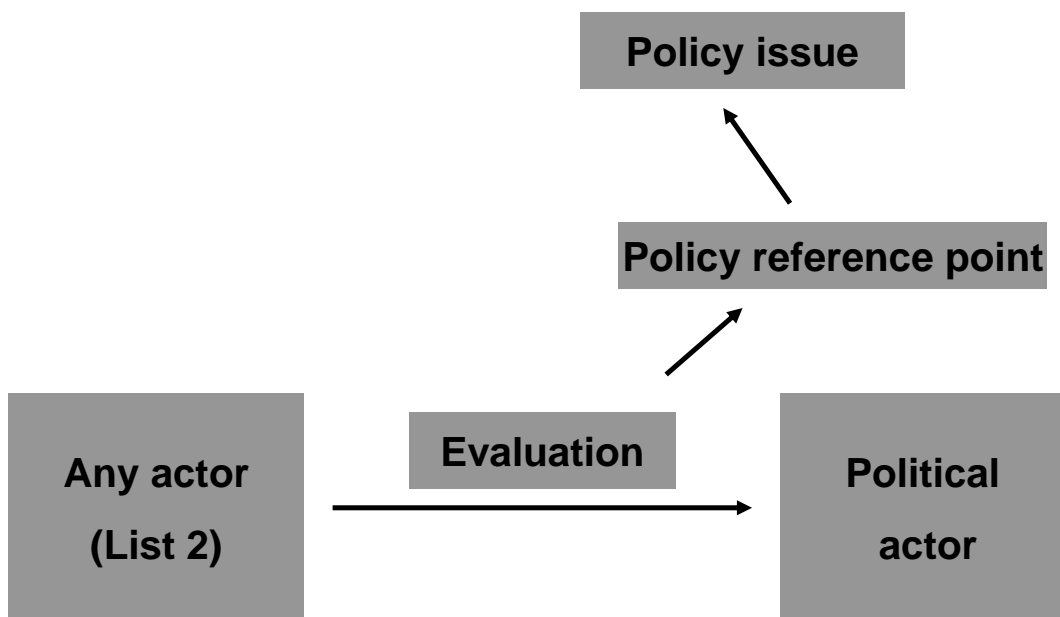
Definition

Evaluations of political actors are such statements in which political actors are assessed positively or negatively.

Only explicit evaluations are registered so that irony and rhetorical questions are <u>not</u> registered.

Principles and examples

Evaluations of political actors are <u>not</u> limited to the context of the federal election 2013.

Evaluations of the results at the state or local elections are <u>not</u> registered in this category.

The formulation must always be taken into account: "Higher burdens for the citizens caused by the fiscal policy of the CDU" is not considered to be an evaluation, "fiscal policy of the CDU leads to social clear-cutting" is an evaluation.

"Criticized" and similar unambiguous statements are seen as evaluations.

Attenuated formulations or observations as "[...], the fear of a party colleague", "could mean that", "Althaus comes out of his shell", "difficult", "appropriate" or "proper" are <u>not</u> registered.

Moreover, if a formulation cannot be considered doubtlessly positive or negative (example: "plain"), it is not registered.

To be "responsible" or "jointly responsible" does not imply criticism as such. A further explicit evaluation is needed to be coded as a statement.

Statements about the popularity of politicians are considered to be an evaluation and are therefore registered.

Descriptions of prior events are not to be registered as evaluations: "Walther Leisler Kiep (who resigned as a consequence of the donation affair) was the first one who plunged the CDU into crisis".

"SPD regards itself as winner of the weekend in spite of the poor performances (at the state election)" and "FDP is satisfied with itself" (in reference to the results of the state elections) are considered to be evaluations of election results and are therefore not registered.

However statements such as "The Left has scored with issues and persons" resp. "with the issues minimum wage, education, reform of the health care system" are registered as they are positive evaluations of the election campaign. In the latter case four recording units are constituted. (persons: S13 = 9, minimum wage: S13 = 2, S14 = 38, education: S13 = 2, S14 = 41, reform of the health care system: S13= 2, S14 = 37.). When multiple issues are listed like this (e.g.in the context of a political balance of transactions) the different policy areas which these issues can be assigned to, are identified and only recorded once. The sequence of the enumeration can be neglected in this case.

If an actor "defends" his actions/political proposals, this is registered as a positive evaluation.

"Skills" of political actors are registered as positive evaluation.

Outrage about actors and their actions as well as recourse claims are registered as negative evaluation.

The labelling "debt chancellor" is a pejorative rating.

Threats against political actors are registered as negative evaluations without policy-reference.

If the point of reference cannot be identified exactly, no statement is coded, e.g. like the formulation "he is so muscle-bound he can hardly move".

Comparative evaluations are registered two-dimensional, i.e. as two different cases.

Election posters need to be thematized and verbalized explicitly in order to be coded as statements.

Graphics, which are not coded as part of statement group 2, are only registered as statements if their interpretation is explicitly verbalized.

Statements about the competences of the chancellor candidates Merkel and Steinbrück regarding their problem solving strategies in certain policy fields are registered as evaluations of their respective specific policy competence. They are not additionally coded as electoral chances.


**S10**     **Statement's subject**

1000-7800   Subject according to list 2

            Principles

            When coding such actors who appear several times in the list, the explicit nomination is generally registered. If in one statement several roles/functions are mentioned, the first role prevails. If Angela Merkel for example is thematized in one statement as Chancellor and top candidate, she is to be registered as Chancellor.

            The Federal Constitutional Court is coded as statement's subject when "Karlsruhe" is synonymously named as originator of the statement.

**S11**     **Object of evaluation**

nnnn        cf. list 2: codes 1000-1800 and 3000-4000

            Principles

            If two actors are compared on the basis of a reference point, two statements are registered so that the respective comparison object would not get lost.

If a reference object in a self-referential statement can be identified out of the statement, e.g. Steinbrück: "We can do better", the object is matched accordingly. The "We" in our case would refer to code 3400 for the SPD.

If it is said that Germany is well prepared to face the swine flu, we code the Federal Government as object of evaluation. Other actors (e.g. the health ministry) are only coded when named explicitly.

If it is not clear if an accused (former) politician is member of a party yet, he is coded with "other party member" since a negative impact on the party can be assumed if the politician had an explicit function in former times.

There is no summarizing code for "politicians". The statement "I think nothing of politicians" is therefore not coded.

Evaluations on the German Armed Forces are not registered since the army does not appear as an actor in the respective list.

**S12**          **Tendency of evaluation**

1          Negative

2          Positive

Principles

Substantial criticism about the content of political proposals, drafts, etc. is considered to be an evaluation. Negating evaluations (e.g. "not bad") are not seen as evaluations.

In case of court decisions, a verdict of not guilty is coded as positive, a condemnation as negative evaluation. So e.g. the statement "Court of Auditors discharges Schmidt and states use according to regulations" is coded as positive evaluation, even in self-referential form: "Now it is clear that I have not contravened applicable legislation".

Investigations against a political actor are not coded as evaluations.

**S13**          **Policy reference point**

1          General policy competence

*In this category evaluations of politics as a whole are registered, e.g. "politics of Angela Merkel is successful"*

2          Specific policy competence                                        ⇒ **Continue with S14**

9          No policy reference point of the evaluation

Principles and examples

Substantial criticism on the content of political plans/electoral programs, e.g. by emphasizing the negative impact/consequences, is considered to be a negative evaluation of the respective policy competence (S14), if the object of evaluation can be identified without room for interpretation.

Substantial criticism that refers to negative impacts on "justice questions in general" is registered as a specific policy competence with regard to social policy (S14=37).

If the statement's subject and object for the evaluation "cold-hearted policy" are clearly identifiable, the statement is coded as general policy competence (Code 1), if no specific policy competence can be identified directly.

The category "no policy reference point of the evaluation" (Code 9) comprises all explicitly identifiable reference points beyond the domain of policy competences (e.g. communication performances).

The formulation "system Merkel has run out of steam" is coded with S13 = 1, in the sense of "generally no longer able to govern".

The terms right, honest, correct, honorable and fair are covered by S13 = 9.

"Market radicalism of CDU and FDP" and similar formulations are considered to be general policy competence since they refer to the political style as a whole and not only the economic policy.

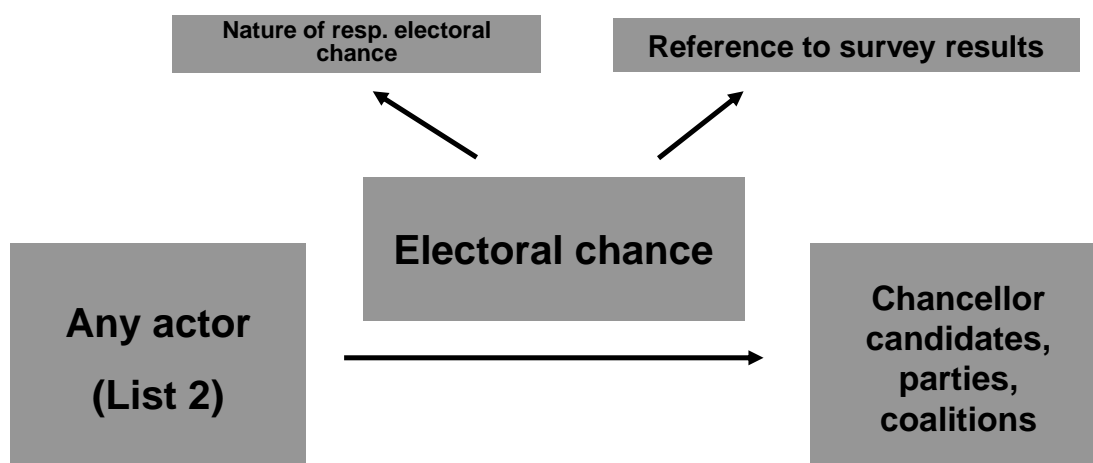If the political style of an actor is evaluated as a whole, S13=1 has to be coded.

If an actor is characterized as "politically damaged", a negative evaluation of his policy competence in general is coded.

| S14 | If specific policy competence: policy issue? |
|-----|---------------------------------------------|
| 31 | Foreign affairs |
| 33 | Defense |
| 34 | Internal security |
| 35 | Infrastructure |
| 36 | Environment |
| 37 | Social policy |
| 38 | Labor market policy |
| 39 | Economic policy |
| 41 | Education policy |
| 42 | Cultural policy and leisure policy |
| 43 | Finance |
| 44 | East Germany |
| 45 | Other specific topic with reference to policy issues |

***Statement group 2: statements about electoral chances in Germany***

Structure

Statement group 2 is based on the following structure: Any actor (statement's subject) attributes an electoral chance (statement's attribute) to chancellor candidates, parties or possible coalitions (statement's object). With reference to this statement's attribute, two other subattributes are registered: the nature of the named electoral chance and the derivation of the electoral chance by means of survey results.

```
┌─────────────────────┐        ┌──────────────────────────┐
│ Nature of resp.     │        │                          │
│ electoral chance    │        │ Reference to survey      │
│                     │        │ results                  │
└─────────────────────┘        └──────────────────────────┘
            ▲                              ▲
             \                            /
              \      ┌──────────────┐    /
               \     │              │   /
                \    │  Electoral   │  /
                 \   │   chance     │ /
                     └──────────────┘
┌──────────────────┐                    ┌──────────────────┐
│                  │                    │  Chancellor      │
│   Any actor      │ ─────────────────▶ │  candidates,     │
│                  │                    │  parties,        │
│   (List 2)       │                    │  coalitions      │
└──────────────────┘                    └──────────────────┘
```

Definition

In this category, statements are coded in which the support of parties, coalition constellations and chancellor candidates by the citizens resp. voters at the **federal election 2013** are characterized, e.g. in the form of statements about the electoral chances resp. opportunities of winning. As surveys are only one possible source of such statements, there could also be other representations of public opinion (e.g. vox pops or statements of politicians) so that the naming of this statement group by the term "electoral chances" is caused by reasons of simplification. Furthermore all statements about the numerical strength of parties and coalition constellations as well as the popularity of chancellor candidates are coded in this category.

Principles and examples

Uncommented percentages without further context (e.g. survey results or election results) do not constitute statements about electoral chances to be registered. Attention: if the end of a development is interpreted, this leads to the constitution of eventually more than one statement about the electoral chances. If it is said that "in the preceding week the SPD wins two percentage points but continues to rank with 24% considerably behind the CDU", this leads to the registration of e.g. three statements, a development and two status because the end of a dynamic experienced by the SPD is compared with the survey results of the CDU and therefore interpreted. According to the rule mentioned above, an uncommented end of a development ("the SPD wins two percentage points to amount to 24%") is only to be registered as one electoral chance.

Statements about electoral chances are only registered if they are verbalized.

Comparisons as "Black-yellow finds more acceptance in the population than red-green" have to be registered as two different statements.

The evaluated chances to raise the survey results or to reach a concrete percentage etc. are registered. Example: "It is doubtful whether they could manage to raise this value."

Political barometer: the simple enumeration of percentages (without increase/decrease/comparison with other parties) is not registered as electoral chance.

Conditional expressions like "if the undecided citizens go to the polls, it will be fine for us" are ignored.

Self-referential statements about electoral chances expressed by politicians as e.g. "We are going to win the election" are also coded in this category.

"The probability that Steinbrück will make it into the Chancellor's Office is rising" is coded S24 = 20 as a dynamic electoral chance (S23).

"This marks the beginning of the end of triumphal march of Steinbrück who already saw himself in the chancellor's office" is coded as statement about electoral chances and is considered to be the negation of self-referential "well-founded" victory claims as "We will win the election because...".

"Because of yesterday's results at the state election too, we will win" is coded S24 = 12 as static electoral chance (S22). (The formulation "win" with reference to SPD and CDU/CSU is synonymous to "become strongest party").

"Merkel has expanded her lead compared to Steinbrück" is divided into three different statements: (1) dynamic (S23), good for Merkel, (2) comparison: static (S22), good for Merkel and (3) static (S22) bad for Steinbrück.

"It might be a close thing for the SPD" is not coded because it is not unambiguously identifiable if the statement contains a positive or negative evaluation.

"Three quarter of the population don't believe in a change of government" is coded in the following manner: S21 = 31, (Black-yellow coalition), S22 = 3 (good) and S24 = 14 (Formation of a government by a two-party coalition).

"The SPD has only the chance to participate in a government when a grand coalition is formed" is registered under S24 = 16 (participation in the government). The electoral chance of the grand coalition is not registered one more time because the aim of this statement was to make clear that the probability to govern is little.

"The opposition could draw advantage from the case Wulff, but who is the opposition after the federal election?" is not coded as an electoral chance because it is pure speculation.

Numbers on potential voters are not coded as electoral chances.

Statements about electoral chances of parties at events aiming to increase political interest among the youth are not registered, since we only register electoral chances in the 2013 federal election.


**S20        Statement's subject**

1000-7800   Subject according to list 2

Principles

If the journalist/speaker reproduces survey results, the quoted polling institute must be registered as statement's subject. The respective institutes will only be registered if stated explicitly; it is not enough to know which institute belongs to which broadcasting company. If the institute's name is not stated explicitly, the superordinate code is used.

If a political actor quotes survey results to found his own statement, he is registered as statement's subject.

If a concrete institute, however, is mentioned at the beginning or the end of the news story and it is evident that all quoted results come from this survey, the respective

institute has to be coded as statement's subject for all concerned statements within this news story.

**S21     Statement's object**

*Chancellor candidates*

| | |
|---|---|
| 11 | Angela Merkel |
| 12 | Peer Steinbrück |

*Parties*

| | |
|---|---|
| 21 | CDU/CSU |
| 22 | SPD |
| 23 | Bündnis 90/Die Grünen |
| 24 | FDP |
| 25 | Die Linke |
| 26 | AfD |
| 29 | Other parties |

*Coalitions*

| | |
|---|---|
| 31 | Coalition CDU/CSU and FDP (black-yellow) |
| 32 | Grand coalition (CDU/CSU and SPD) |
| 33 | Coalition SPD and Bündnis 90/Die Grünen (red-green) |
| 34 | Social liberal coalition (SPD and FDP, red-yellow) |
| 35 | Coalition SPD, Bündnis 90/Die Grünen and Die Linke (red-red-green) |
| 36 | Coalition SPD, FDP and Bündnis 90/Die Grünen (red-yellow-green) |
| 37 | Coalition CDU/CSU, FDP and Bündnis 90/Die Grünen (black-yellow-green) |
| 38 | Coalition CDU/CSU and Bündnis 90/Die Grünen (black-green) |
| 39 | Coalition CDU/CSU und AfD |
| 40 | Coalition CDU/CSU, AfD und FDP |
| 99 | Other coalitions |

Principles

The coding of code 11 or 12 leads inevitably to a coding of 20 under S24.

**S22     Assessment of electoral chances – static**

In this category the assessment of an electoral chance in <u>one</u> given moment is coded.

| | |
|---|---|
| 0 | No static of the electoral chance |
| 1 | Bad/worse than |
| 2 | Medium/just as well |
| 3 | Good/better than |

Principles

S22 and S23 cannot appear simultaneously in a RU. If an assessment of electoral chances in static form appears in combination with an assessment of electoral chances in dynamic form, two different statements about the electoral chances are to be coded.

If opinion poll ratings of a party roll S22=2 has to be coded.

**S23    Assessment of electoral chances – dynamic**

In this category the assessment of an electoral chance developing <u>from one moment to another</u> is coded.

0    No dynamic of the electoral chance

1    Decreasing support/losses

2    Constant support

3    Rising support/gains

<u>Principles</u>

S23 is even coded when the earlier point of reference is not named explicitly, but the dynamic of the electoral chance can be perceived by formulations as "now only", "has gained", "divided into half", "be on the way up" or "rallying".

**S24        Explication of the electoral chance**

00        Does not apply

*If the nature of the electoral chance is not put in concrete terms, there has to be coded "does not apply" (0). This code is to be used always when S23 ≠ 0 is put down. However, for a development concerning the popularity of the chancellor candidates S24 = 0 is coded.*

11        Absolute majority of a party

*An absolute majority means that <u>one</u> party has gained more than half of the parliamentary seats so that it is able to form a government on its own. This code is only used when the term "absolute majority" or "one-party government" is explicitly mentioned.*

12        Strongest party

*A party is the strongest party (synonymous strongest political force) if it has gained more votes in comparison with its competitors; it must not have absolute majority, a relative majority is enough.*

*"Bad poll results" for CDU/CSU and SPD are registered as a bad chance to end up being the strongest party. For all other parties S24=0 has to be coded.*

13        Record election result

*A record election result means the forecast of the best or worst election result of a party since its foundation resp. since the Federal Republic's founding resp. since the first federal election in 1949. A record election result is only the case if the point of reference in order to determine the record is an earlier election result at a federal election since 1949; a record in comparison with an earlier survey result is not enough. E.g. "The SPD will probably reach the worst election result in its history", "The opinion researcher predicts the best election result for the Green party since its founding."*

14        Formation of a government by a two-party coalition

*E.g. "Black-yellow has a solid majority at its disposal", "Actually, neither a red-green nor a black-yellow coalition has a sufficient majority to govern"*

15        Formation of a government only by a coalition consisting of three parties

*(Red-red-green, red-yellow-green, black-yellow-green, CDU/CSU – AfD – FDP)*

*Please note that in this context CDU + CSU are not considered to be two different parties of a coalition so that a black-yellow coalition is no tripartite alliance. E.g. "Without Die Linke, red-green have no majority"*

16        Participation in the government

*Code 16 refers to the chance of single parties to participate in the next government while code 14 concerns the chances of coalitions to form together the next federal government.*

*The formulation "power option" means a "government (participation) option" and is coded in this category, e.g. "no own realistic power option".*

*E.g. "For the Greens the chance to participate in the next government has never been so good because of the offers coming from both political camps ".*

| | |
|---|---|
| *17* | *Third-placed party* |

*E.g. "In the meantime opinion researchers consider Die Linke to be third strongest force in Germany."*

| | |
|---|---|
| 18 | Two-digit election result |

*E.g. "Due to the votes of disappointed SPD partisans the Greens can expect a two-digit election result."*

| | |
|---|---|
| 19 | Passing the 5% threshold |

*E.g. "The rising survey results of the leftists increase the probability that they will belong one more time to the Bundestag."*

*The non-passing of the 5% threshold has to be registered with this code as well. E.g. "According to current opinion polls the FDP will not pass the electoral threshold and be represented in the German Bundestag."*

| | |
|---|---|
| 20 | Popularity of chancellor candidates |

*In this category are coded statements whether the population supports the chancellor candidates (not parties). E.g. "Steinbrück's popularity ratings rose constantly during the last weeks", "Merkel is ahead in the voters' favor". This code must be used every time when S21 has been coded by 11 or 12.*

| | |
|---|---|
| 99 | Other specific electoral chance |

*In this category are registered among others the electoral chances not referring to the federal level, but concerning regional sub entities, e.g. the "strongest party in East Germany".*

<u>Rule</u>

Wrong journalistic attributions, e.g. "The grand coalition has an absolute majority", are coded by the right codes.
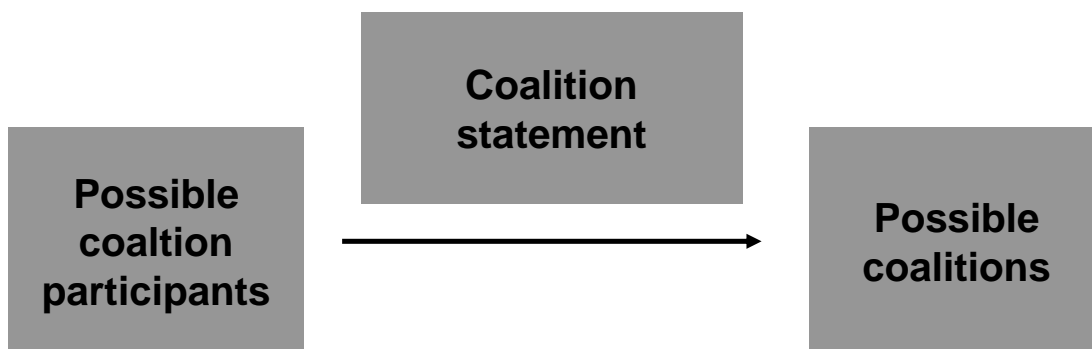
| | |
|---|---|
| **S25** | **Reference to survey results** |
| 0 | No |
| 1 | Yes |

### Statement group 3: coalition statements

Structure

Statement group 3 is based on the following structure: An actor participating in a possible coalition (statement's subject) attributes a coalition statement (statement's attribute) to a possible coalition (statement's object).



Definition

In this category the coalition models which the participating parties approve/wish for themselves after the federal election 2013 or which they reject are registered. This does not mean general evaluations of these coalitions which are object of the evaluation analysis.

Principles

Neutral statements about coalitions (e.g. "Democratic parties must be in principle capable of forming all kinds of coalitions") are not registered.

If a certain coalition is not excluded (e.g. "We do not exclude categorically a coalition with the CDU/CSU").

The formulation "its preferred coalition partner..." without quote is not considered to be a coalition statement if it does not refer to a concrete statement of a politician.

If decisions at party conventions regarding possible coalitions are quoted, the corresponding coalition statement has to be coded.

**S30         Statement's subject**

1          (Actor of) CDU

2          (Actor of) CSU

3          (Actor of) SPD

4          (Actor of) Bündnis 90/Die Grünen

---

| 5 | (Actor of) FDP |
| 6 | (Actor of) Die Linke |
| 7 | (Actor of) AfD |
| 9 | (Actor of) Other parties |

Rule

Only political actors of those parties participating in the respective coalition can be the statement's subject.

In case of journalistic quotes the possible political actor must be perceivable as the source of the coalition statement. Ambiguous journalistic attributions of supposed coalition preferences of political actors in form of speculations are not registered as coalition statement.

**S31        Possible coalition constellations**

| 1 | Black-yellow coalition (CDU/CSU and FDP) |
| 2 | Grand coalition (CDU/CSU and SPD) |
| 3 | Red-green coalition (SPD and Bündnis 90/Die Grünen) |
| 4 | Red-yellow coalition/Social liberal coalition(SPD and FDP) |
| 5 | Red-red-green coalition (SPD, Bündnis 90/Die Grünen and Die Linke) |
| 6 | Red-yellow-green coalition (SPD, FDP and Bündnis 90/Die Grünen) |
| 7 | Black-yellow-green coalition (CDU/CSU, FDP and Bündnis 90/Die Grünen) |
| 8 | Black-green coalition (CDU/CSU and Bündnis 90/Die Grünen) |
| 9 | Coalition CDU/CSU und AfD |
| 10 | Coalition CDU/CSU, AfD und FDP |
| 99 | Other coalitions |

**S32        Coalition statement**

1        Unconditional rejection

*E.g. "For us, a coalition with Die Linke is precluded", "I will not help a grand coalition to come to power."*

2        Conditional rejection/no complete rejection

*E.g.. "The top candidate of Bündnis 90/Die Grünen Jürgen Trittin said that the Greens could govern in the future with CDU/CSU if they agreed on their plans to increase the taxes for people with large wages, their plans for equal legal rights for registered partnerships and the introduction of a dual citizenship." => For it is very unlikely that the CDU/CSU will fulfil all these requirements and the author of the statement probably knows it, code 2 is attributed.*

*Code 2 refers also to cases when an actor is asked explicitly if he could imagine a coalition with a certain partner and does not answer with "no" but avoids an answer by saying e.g. "Principally, I exclude nothing".*

*Code 2 applies to statements in which a coalition is not excluded completely but is characterized as an option which is not up to debate in the face of the real political conditions e.g. "Black-green is a question which is actually not under discussion if you look at the survey results."*

*3*        Conditional approval/no complete approval

*E.g. "Surely a coalition with the FDP would not be a love marriage, but we should not exclude categorically a coalition between SPD, FDP and the Greens", said Sigmar*

*Gabriel. As he expresses that the FDP is not the preferred partner of the SPD but that there are no insurmountable obstacles to cooperation, code 3 is attributed.*

*"To be open towards a coalition with XY" is coded as conditional approval.*

4        Unconditional approval

*E.g. "The leader of the FDP Philipp Rösler said that he want to govern with the CDU/CSU after the federal election even with a majority of only one vote."*

<u>Principles</u>

A coding as "conditional rejection" or "conditional approval" therefore depends on whether the aspect of rejection or approval prevails. In order to decide whether it is "conditional rejection" or "conditional approval" the context of the statement must eventually be taken into account.

# 7 Lists

## List 1:Issues[6]

**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.*

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

1220    Election campaigns of parties <u>in general</u>

*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 <u>in particular</u>

1222    Campaign style of parties <u>in particular</u>

*Thematization of the political culture, e.g. "negative Campaigning", attack vs. evasion etc.*

1223    Campaign organization <u>in particular</u> (e.g. war-rooms , agencies involved in campaigns, portraits of spin-doctors )

*"Man of action portraits" are articles about spin-doctors/campaign managers.*

1224    Campaign costs/expenses <u>in particular</u>

1225    Online campaigning of the parties (websites, blogs, support platforms, social networking sites etc.)

1230    Campaign events <u>in general</u>

*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 <u>in particular</u>

1232    Large rallies of top candidates <u>in particular</u>

1233    Electoral/special party conferences <u>in particular</u>

1234    Final rallies of parties <u>in particular</u>

1235    Protests/flash mobs at campaign events <u>in particular</u>

1240    TV campaign <u>in general</u>

1241    TV debate of top candidates <u>in particular</u>

*Incl. pre-/post-coverage*

1242    Party leaders' TV debate ("elephant round") <u>in particular</u>

1243    TV three-way fight of the opposition parties <u>in particular</u>

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 <u>in general</u>

1520      State elections and campaign in Hesse <u>in general</u>

1530      Consequences of state and/or local election results on federal politics <u>in general</u>

**1610      Last debate in the Bundestag/last government declaration <u>in general</u>**

**1700      Other <u>specific</u> 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.*

*The Parliamentary Control Panel and the Petitions Committee are also registered in this category.*

**POLITY ISSUES (Political structure/system dimension)**

**2000      POLITICAL STRUCTURES (POLITY ISSUES)**

2010      Bureaucracy, civil service <u>in general</u>

2020      Politicians' parliamentary allowance <u>in general</u>

2030      Lobbyism <u>in general</u>

**2100      Field of form of government**

2110      Democracy <u>in general</u>

2111      Discontent with bureaucracy <u>in particular</u>

2112      Greater say of citizens <u>in particular</u>

2113      <u>Special topic</u> 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 <u>in particular</u>

3524    <u>Special topic </u>phasing-out of nuclear energy

3525    <u>Special topic</u> energy transition

3526    <u>Special topic </u>final disposal

3527    Alternative/regenerative forms of energy (renewable) <u>in particular</u>

3528    Subsidies on carbon/open-cast mining <u>in particular</u>

3529    Fracking <u>in particular</u>

3530    E-cars <u>in particular</u>


3540    Housing market <u>in general</u>

3541    House building <u>in particular</u>

3542    Rental prices <u>in particular</u>


3550    Postal and telecommunications <u>in general</u>


3560    Internet <u>in general</u>

        *Includes: cybercrime*

3561    Locking of web sites <u>in particular</u>


3570    City-country-difference/"rural areas" <u>in general</u>


**3600    Field of environmental policy**


3610    Environmental protection <u>in general</u>

3611    Environmental damages/pollution <u>in particular</u>

3612    Eco-tax <u>in particular</u>


3620    Protection of the climate <u>in general</u>

3621    Climate change <u>in particular</u>


3630    Nature conservation <u>in general</u>

3631    Natural disasters <u>in particular</u>

3632    <u>Special topic </u>flood 2013

3640      Animal welfare <u>in general</u>

**3700      Field of social policy**

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

3710      Family policy <u>in general</u>

3711      Marriages/families/civil partnerships <u>in particular</u>

3712      <u>Special topic</u> adoptions by same-sex couples

3713      Children <u>in particular</u>

3714      <u>Special topic</u> child care

3715      <u>Special topic</u> childcare subsidy

3720      Distributive justice <u>in general</u> (includes: social justice)

3721      Poverty <u>in particular</u>

3722      <u>Special topic</u> poverty of children

3723      <u>Special topic</u> poverty of older people

3724      <u>Special topic</u> income gap

3725      Social security <u>in particular</u>

3730      Equal treatment <u>in general</u>
          Includes: discrimination in general

3731      Women/equality <u>in particular</u>

3732      Disabled persons <u>in particular</u>

3740      Seniors <u>in general</u>

3741      Pension <u>in particular</u>

3742      <u>Special topic</u> pension level

3743      <u>Special topic</u> pension guarantee

3744      <u>Special topic</u> taxation of pensions

3745      <u>Special topic</u> extension of working life/pension

3746      <u>Special topic</u> 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 <u>in general</u>

3940      Insolvencies/bankruptcies <u>in general</u>

3941      Government aid/granting of credit guarantees for enterprises <u>in particular</u>

3950      Competition and anti-trust law <u>in general</u>

3960      Power of the industry in influencing politics <u>in general</u>

3970      Disposals/merger and acquisitions <u>in general</u>

3980      Subsidies <u>in general</u>

3990      Foreign trade/exports <u>in general</u>

4000      Consumers' protection <u>in general</u>

4010      Agricultural and forestry policy <u>in general</u>

**4100      Field of educational policy**
*Includes: apprenticeship in general*

4110      Preschool education <u>in general</u>

4120      School policy <u>in general</u>

4121      All-day schools <u>in particular</u>

4122      PISA study <u>in particular</u>

4130      Higher education policy <u>in general</u>

4131      Teaching and study conditions/equipment of the universities <u>in particular</u>

4132      Tuition fees <u>in particular</u>

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

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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

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| 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 Wiesehügel  (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 |
| 34 | 15.09. | State elections in Bavaria<br><br>*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* |
| 35 | 16.09. | Disclosure about Trittin's involvement in the paedophilia scandal of the Greens<br><br>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 |
| 43 | 22.09. | State election in Hesse<br><br>*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* |