

**AUTNES Manual Content Analysis  
of the Media Coverage 2013:  
Actors and Issues Add-on -  
Documentation**

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Actors and Issues Add-on - Documentation**

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# 1 Introduction

This report accompanies the AUTNES Manual Content Analysis of the Media Coverage 2013 Add-on (ZA6886) conducted by the Austrian National Election Study (AUTNES). It provides detailed documentation for the data. This study is based on the first manual content analysis done by AUTNES (ZA5864) and provides further information on the media coverage during the 2013 national election in Austria.<sup>1</sup> Its focus lies on actors and issues, but additional framing variables are included as well. The data set is a stand-alone data set, but it can also be merged with the previous study.

The documentation is structured in 8 chapters including this introduction (Chapter 1). Chapter 2 contains information about the conditions of use. Chapter 3 provides the study description and Chapter 4 information on the study's design. The process of cleaning and preparing the data is described in chapter 6. Chapter 7 gives an overview over all variables, their labels, and their possible values. Reliability testing results are reported in the final chapter.

## 1.1 How to cite these data

Data users are kindly asked to acknowledge the data and the accompanying release document. Please refer to the GESIS data catalogue (ZA6886, [www.gesis.org](http://www.gesis.org)) for a recommendation on how to cite these data and the documentation.

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<sup>1</sup> The first AUTNES content analysis is hosted at GESIS and can be found here: Eberl, J.-M., Vonbun, R., Haselmayer, M., Jacobi, C., Kleinen-von Königslöw, K., Schönbach, K., & Boomgaarden, H. G. (2016). *AUTNES manual content analysis of the media coverage 2013* (Data set, Study no. ZA5864, Version 1.0.0). Cologne: GESIS Data Archive. doi:10.4232/1.12565

## 2 Conditions of Use

### 2.1 Restrictions

The data are available for non-profit use without restrictions.

### 2.2 Confidentiality

The AUTNES, its Principal Investigators, and the funding institutions neither take responsibility for the use of the data or interpretations and inferences based on their use, nor do they accept liability for indirect, consequential, or incidental damages or losses arising from use of the data.

### 2.3 Deposit Requirement

In order to facilitate exchange within the scientific community and to provide the funding agencies with essential information about the use of archival resources, users of the AUTNES data are asked to notify the AUTNES team of publications based on its data.

## 3 Study Description

### 3.1 Title and Edition

AUTNES Manual Content Analysis of the Media Coverage 2013: Actors and Issues Add-on (Edition 1.0.0)

### 3.2 Principal Investigators

Wolfgang C. Müller, University of Vienna (Supply Side)

Sylvia Kritzinger, University of Vienna (Demand Side)

Hajo Boomgarden, University of Vienna (Media Side)

### 3.3 Funding and Acknowledgments

The study was carried out under the auspices of the Austrian National Election Study (AUTNES), a National Research Network (NFN) sponsored by the Austrian Science Fund (FWF) (S10908-G11).

We thank Veronika Heider and Lena Raffetseder (both University of Vienna) for their support. Furthermore, we would like to thank our coders Anna Dorfner, Philipp Dukovski, Katharina Egg, Raphael Jüttner, Sebastian Mackowitz, Elisabeth Reiterer, and Amina Sander for their effort during the training sessions, for their continuous and valuable feedback on the codebook, and for coding articles, even on those sunny summer days in June.

### 3.4 File Names

“ZA6886\_de\_v1-0-0” (German)

“ZA6886\_en\_v1-0-0” (English)

### **3.5 Topics/Keywords**

Election, media, news, political communication, framing, Austria, AUTNES, content analysis, issues, actors, tone, bias, evaluation, salience

## 4 Study design

The data set is based on manual coding of media reports referring to either a political party or a candidate running in the Austrian national election between August 18 and September 29, 2013 (which is the day of the election). The coding was conducted between March and June 2016 by 6 coders using the online content analysis platform AmCAT ([www.amcat.nl](http://www.amcat.nl)).

This study builds on the *AUTNES Manual Content Analysis of the Media Coverage 2013*. It is based on the same media reports, but adds further variables. It can easily be merged with the original data set (see chapter 6.2 for more information).

The media sample consists of eight newspapers (*Der Standard, Die Presse, Salzburger Nachrichten, Kronen Zeitung, Österreich, Heute, Kurier, Kleine Zeitung*) and six TV news broadcasts (*Zeit im Bild, ZIB 2, ZIB 20, ZIB 24, ATV Aktuell, Sat.1 Austria News*). For TV news broadcasts, only the transcripts were used for coding. For more details on the sampling please refer to the documentation for the first AUTNES content analysis:

Kleinen-von Königslöw, K., Eberl, J.-M., Haselmayer, M., Jacobi, C., Vonbun, R., Boomgaarden, H. G., & Schönbach, K. (2016). *AUTNES manual content analysis of the media coverage 2013* (Documentation, Study no. ZA5864). Cologne: GESIS Data Archive. doi:10.4232/1.12565

## 5 Coding process

Coding was conducted on the article level. Coder training started on March 17, 2016, the last training session took place on April 4, 2016. Table 1 shows the chronological procedure for the whole coding process including the coder training and the intercoder reliability tests. The whole process of coding was accompanied by ongoing communication in an online group forum on Facebook.

**Table 1: Coding process.**

Date	Activity	Extent
March 17, 2016	Coder training session 1	6 hours
March 17 to 18, 2016	Autonomous coding between training sessions	30 articles
March 18, 2016	Coder training session 2	4.5 hours
March 18 to April 4, 2016	Reliability test 1	150 articles
April 4, 2016	Coder training session 3	4 hours
April to June 2016	Autonomous coding of all articles	
Beginning of May 2016	Reliability test 2	100 articles
End of June 2016	Reliability test 3	100 articles

After the first reliability test the variables capturing multiple perspectives and multiple arguments proved difficult. Therefore, those variables underwent refinement and a new variable was introduced: the number of different sources that get quoted. This rather formal variable is easier to code and should give at least some insight whether the coverage is one-sided or if multiple voices find their way into articles.

During the training sessions there were seven coders. Unfortunately, one coder had to leave the project soon afterwards due to personal reasons. The six remaining coders have conducted all three reliability tests and the autonomous coding of all 8998 articles between March and June 2016.

## 6 Data Cleaning and Preparation

After the coding process was finished, the data retrieved from AmCAT was cleaned and prepared for publication. All data cleaning and reliability testing was done in Stata 14. Since this study is based on the same articles as the first AUTNES manual content analysis, formal variables v0 to v5 (e.g., headline, date, page) were taken from this study.

Multiple variables can be aggregated further. Variable 11 “human interest” for example has three possible values:

- 0 no, no elements of human interest
- 1 yes, at least one element of human interest
- 2 yes, elements of human interest dominate the coverage

This could be aggregated to:

- 0 no, no elements of human interest
- 1 yes, at least one element of human interest

The decision whether there are any elements of human interest in a news article might come easier than the decision whether these are solely there or dominate the whole coverage. Therefore, aggregating the variables further might improve intercoder reliability and might also help with elements that can only be found in few articles. Therefore, for some of those obvious aggregations intercoder reliability was calculated. Intercoder reliability did not improve considerably for any of those aggregations, so only the more detailed variables were kept.

The data was prepared in German (de) and in English (en) for Stata and SPSS.

These German data files are available:

Stata 14: ZA6886\_de\_v1-0-0.dta  
Stata 12: ZA6886\_de\_v1-0-0\_stata12.dta  
SPSS: ZA6886\_de\_v1-0-0\_spss.sav

The same files are available in English:

Stata 14: ZA6886\_en\_v1-0-0.dta  
Stata 12: ZA6886\_en\_v1-0-0\_stata12.dta  
SPSS: ZA6886\_en\_v1-0-0\_spss.sav

## 6.1 Handling of Articles from Reliability Testing

Differing values between coders during reliability testing have been unified by choosing the mode from all six coders. If there is no unique mode, the value coded by our most experienced coder has been chosen.

## 6.2 Instructions for Merging with First Data Set

As stated before, our data set (ZA6886) can be merged with the data from the first study (ZA5864). Variable v0 (the article ID) is a unique identifier for each article and is the same in both data sets. Therefore, data can be merged using this variable. This is an example for a Stata Do-file for merging both data sets:

```
/*  
* The two data sets can be merged by the unique identifier v0 (article ID). In  
* this example all sentence level codings are dropped and the two German data  
* sets are merged. Unfortunately, the original AUTNES manual coding data is only  
* available in German. The result is a data set containing all article level  
* coding, "_orig" is appended to all variable names from the first study.  
*/  
  
// Open data from first study (only available in German)  
use "ZA5864_de_v1-0-0.dta", clear  
  
// Drop all codings and variables on the sentence level  
drop if v34a == 0  
drop v23a-v34c  
// Rename  
rename v* v*_orig  
rename v0_orig v0  
  
// Merge variables from the new study with the old data  
merge 1:1 v0 using "ZA6886_de_v1-0-0.dta", keepusing(v6a-v15) keep(match)
```

## 7 Variable Overview

The variables coded in this study draw from different sources, mainly those three:

- AUTNES 2013: The first media content analysis on the election 2013  
Eberl, J.-M., Vonbun, R., Haselmayer, M., Jacobi, C., Kleinen-von Königs-  
löw, K., Schönbach, K., & Boomgaarden, H. G. (2016). *AUTNES manual  
content analysis of the media coverage 2013* (Data set, Study no.  
ZA5864, Version 1.0.0). Cologne: GESIS Data Archive.  
doi:10.4232/1.12565
- AUTNES 2008: Content analysis during the Austrian national election 2008  
Lengauer, G., Höller, I., Winder, G., & Hacker, A. (2010, May). Codebook  
zur Medienanalyse Nationalratswahl 2008. Retrieved from  
[http://autnes.at/files/2008/mediaside/autnes\\_media\\_2008\\_ma\\_codebook\\_ger\\_e1.pdf](http://autnes.at/files/2008/mediaside/autnes_media_2008_ma_codebook_ger_e1.pdf)
- GLES 2009: Content analysis during the German national election 2009  
Rattinger, H., Roßteutscher, S., Schmitt-Beck, R., Weißels, B., Krewel, M.,  
& Walter, S. (2012). *Campaign media content analysis, print media  
(GLES 2009)* (Data set, Study no. ZA5307, Version 1.0.0). Cologne:  
GESIS Data Archive. doi:10.4232/1.11387

Table 2 below shows all variables and their English and German labels. Table 3 shows the value labels in English and German. Thereafter, a short description of all variables follows.

**Table 2: All variables and their labels in English and German.**

Variable name	English label	German label
v0	Article ID	Artikel-ID
v1	Headline	Headline
v2	Byline	Byline
v3_I1	Media outlet (level 1)	Medium (Ebene 1)
v3_I2	Media outlet (level 2)	Medium (Ebene 2)
v3_I3	Media outlet (level 3)	Medium (Ebene 3)
v4a	Date	Datum
v4b	Time	Zeit
v5	Page	Seite
v6a	Tone: SPOE	Tendenz: SPOE
v6a_occurrence	Occurrence: SPOE	Vorkommen: SPOE
v6a_tone	Tone only: SPOE	Nur Tendenz: SPOE
v6b	Tone: Werner Faymann	Tendenz: Werner Faymann
v6b_occurrence	Occurrence: Werner Faymann	Vorkommen: Werner Faymann
v6b_tone	Tone only: Werner Faymann	Nur Tendenz: Werner Faymann
v6c	Tone: OEVp	Tendenz: OEVp
v6c_occurrence	Occurrence: OEVp	Vorkommen: OEVp
v6c_tone	Tone only: OEVp	Nur Tendenz: OEVp
v6d	Tone: Michael Spindelegger	Tendenz: Michael Spindelegger
v6d_occurrence	Occurrence: Michael Spindelegger	Vorkommen: Michael Spindelegger
v6d_tone	Tone only: Michael Spindelegger	Nur Tendenz: Michael Spindelegger
v6e	Tone: FPOE	Tendenz: FPOE
v6e_occurrence	Occurrence: FPOE	Vorkommen: FPOE
v6e_tone	Tone only: FPOE	Nur Tendenz: FPOE
v6f	Tone: Heinz-Christian Strache	Tendenz: Heinz-Christian Strache
v6f_occurrence	Occurrence: Heinz-Christian Strache	Vorkommen: Heinz-Christian Strache
v6f_tone	Tone only: Heinz-Christian Strache	Nur Tendenz: Heinz-Christian Strache
v6g	Tone: BZOE	Tendenz: BZOE
v6g_occurrence	Occurrence: BZOE	Vorkommen: BZOE
v6g_tone	Tone only: BZOE	Nur Tendenz: BZOE
v6h	Tone: Josef Bucher	Tendenz: Josef Bucher
v6h_occurrence	Occurrence: Josef Bucher	Vorkommen: Josef Bucher
v6h_tone	Tone only: Josef Bucher	Nur Tendenz: Josef Bucher
v6i	Tone: The Greens	Tendenz: Die Gruenen
v6i_occurrence	Occurrence: The Greens	Vorkommen: Die Gruenen
v6i_tone	Tone only: The Greens	Nur Tendenz: Die Gruenen
v6j	Tone: Eva Glawischnig	Tendenz: Eva Glawischnig
v6j_occurrence	Occurrence: Eva Glawischnig	Vorkommen: Eva Glawischnig
v6j_tone	Tone only: Eva Glawischnig	Nur Tendenz: Eva Glawischnig
v6k	Tone: Team Stronach	Tendenz: Team Stronach
v6k_occurrence	Occurrence: Team Stronach	Vorkommen: Team Stronach
v6k_tone	Tone only: Team Stronach	Nur Tendenz: Team Stronach

Variable name	English label	German label
v6l	Tone: Frank Stronach	Tendenz: Frank Stronach
v6l_occurrence	Occurrence: Frank Stronach	Vorkommen: Frank Stronach
v6l_tone	Tone only: Frank Stronach	Nur Tendenz: Frank Stronach
v6m	Tone: NEOS	Tendenz: NEOS
v6m_occurrence	Occurrence: NEOS	Vorkommen: NEOS
v6m_tone	Tone only: NEOS	Nur Tendenz: NEOS
v6n	Tone: Matthias Strolz	Tendenz: Matthias Strolz
v6n_occurrence	Occurrence: Matthias Strolz	Vorkommen: Matthias Strolz
v6n_tone	Tone only: Matthias Strolz	Nur Tendenz: Matthias Strolz
v6o	Tone: Federal government	Tendenz: Bundesregierung
v6o_occurrence	Occurrence: Federal government	Vorkommen: Bundesregierung
v6o_tone	Tone only: Federal government	Nur Tendenz: Bundesregierung
v7a	Tone: Situation of the economy	Tendenz: Wirtschaftslage
v7a_occurrence	Occurrence: Situation of the economy	Vorkommen: Wirtschaftslage
v7a_tone	Tone only: Situation of the economy	Nur Tendenz: Wirtschaftslage
v7b	Tone: Situation of immigration	Tendenz: Situation bei Immigration
v7b_occurrence	Occurrence: Situation of immigration	Vorkommen: Situation bei Immigration
v7b_tone	Tone only: Situation of immigration	Nur Tendenz: Situation bei Immigration
v8a	Occurrence: Financial and Euro crisis	Vorkommen: Finanz- und Eurokrise
v8b	Occurrence: Schools	Vorkommen: Schule
v8c	Occurrence: Labor market and unemployment	Vorkommen: Arbeitsmarkt und Arbeitslosigkeit
v8d	Occurrence: Immigration	Vorkommen: Immigration
v8e	Occurrence: Corruption and fighting corruption	Vorkommen: Korruption und Korruptionsbekämpfung
v8f	Occurrence: Housing	Vorkommen: Wohnen
v9	Game framing	Game-Zentrierung
v10	Mobilization	Mobilisierung
v11	Human interest	Einzelgeschicksale
v12	Policy relevant information	Substantielle politische Information
v13	Perspectives	Sichtweisen
v14	Arguments	Argumentation
v15	Sources with quote	Quellen mit O-Ton

**Table 3: English and German value labels.**

Variables	English value labels	German value labels
v3_I1	1000 TV 3000 Daily newspapers	1000 TV 3000 Tagespresse
v3_I2	1100 TV (public service) 1200 TV (commercial broadcasting) 3100 Quality newspapers 3200 Tabloids 3300 Midrange newspapers 3400 Regional newspapers	1100 TV (ORF) 1200 TV (Privat) 3100 Qualitätszeitungen 3200 Boulevardzeitungen 3300 Midrange-Zeitungen 3400 Bundesländerzeitungen
v3_I3	[Each media outlet's name]	[Name des jeweiligen Mediums]
v6a-v6o	-2 negative -1 rather negative 0 both positive and negative 1 rather positive 2 positive 77 neutral/no evaluation 99 not mentioned	-2 eindeutig negativ -1 eher negativ 0 ambivalent/sowohl positiv als auch negativ 1 eher positiv 2 eindeutig positiv 77 neutral/keine Tendenz 99 Akteur kommt nicht vor
v6a_occurrence	0 not mentioned	0 kommt nicht vor
v6o_occurrence	1 mentioned	1 kommt vor
v6a_tone	-2 negative	-2 eindeutig negativ
v6o_tone	-1 rather negative 0 both positive and negative 1 rather positive 2 positive .a neutral/no evaluation .b not mentioned	-1 eher negativ 0 ambivalent/sowohl positiv als auch negativ 1 eher positiv 2 eindeutig positiv .a neutral/keine Tendenz .b Akteur kommt nicht vor
v7a-v7b	-2 negative -1 rather negative 0 both positive and negative 1 rather positive 2 positive 77 neutral/no evaluation 99 not mentioned	-2 eindeutig negativ -1 eher negativ 0 ambivalent/sowohl positiv als auch negativ 1 eher positiv 2 eindeutig positiv 77 neutral/keine Tendenz 99 Bereich kommt nicht vor
v7a_occurrence	0 not mentioned	0 kommt nicht vor
v7b_occurrence	1 mentioned	1 kommt vor

Variables	English value labels	German value labels
v7a_tone	-2 negative	-2 eindeutig negativ
v7b_tone	-1 rather negative	-1 eher negativ
	0 both positive and negative	0 ambivalent/sowohl positiv als auch negativ
	1 rather positive	1 eher positiv
	2 positive	2 eindeutig positiv
	.a neutral/no evaluation	.a neutral/keine Tendenz
	.b not mentioned	.b Bereich kommt nicht vor
v8a-v8f	0 not mentioned	0 kommt nicht vor
	1 mentioned	1 kommt vor
v9	0 no, no elements of game-framing	0 nein, keine Elemente game-zentrierter Berichterstattung
	1 yes, at least one element of game-framing	1 ja, mindestens ein Element game-zentrierter Berichterstattung
	2 yes, elements of game-framing dominate the coverage	2 ja, Game-Zentrierung ueberwiegt im Beitrag
v10	0 no, no elements of mobilization	0 nein, keine mobilisierenden Elemente
	1 yes, at least one element of mobilization	1 ja, mindestens ein Element mobilisierender Berichterstattung
	2 yes, elements of mobilization dominate the coverage	2 ja, ueberwiegend mobilisierende Berichterstattung
v11	0 no, no elements of human interest	0 nein, keine Beschreibung von Einzelschicksalen
	1 yes, at least one element of human interest	1 ja, mindestens eine Beschreibung eines Einzelschicksals vorhanden
	2 yes, elements of human interest dominate the coverage	2 ja, Beschreibung eines oder mehrerer Einzelschicksale ueberwiegen im Beitrag
v12	0 no further policy information (apart from perhaps mentioning the topic)	0 keine weiterfuehrende Policy-Information (ausser evtl. Nennung des Themas)
	1 policy information receives marginal attention or are only superficially covered	1 Policy-Information wird nur oberflaechlich gegeben oder am Rande behandelt
	2 policy information given, issue covered in several sentences	2 Policy-Information wird gegeben, in mehreren Saetzen wird das Thema substantiell diskutiert
	3 policy information dominates the coverage	3 Policy-Information wird im Beitrag substantiell und ueberwiegend diskutiert
v13	0 no, not more than one perspective	0 nein, nicht mehr als eine Sichtweise
	1 yes, more than one perspective	1 ja, mehr als eine Sichtweise

Variables	English value labels	German value labels
v14	0 no, not more than one argument 1 yes, more than one argument	0 nein, nicht mehr als ein Argument 1 ja, mehr als ein Argument
v15	[no label, number of sources]	[kein Label, Anzahl der Quellen]

### **v0 Article ID**

This variable contains a unique identifier for each article. The article ID is derived from AmCAT where all the coding was done. This variable, as is the case with the following variables up to “v5 Page”, is taken from the previous AUTNES manual content analysis.

### **v1 Headline**

The article’s headline in German is stored in this variable.

### **v2 Byline**

The article’s byline in German is stored in this variable.

### **v3 Media Outlet**

The media outlet is stored at three levels. Level 3 (v3\_I3) is the most precise level containing the single outlets. Level 2 (v3\_I2) and level 1 (v3\_I1) are more abstract aggregations of the single media outlets.

### **v4a Date and v4b Time**

The article’s publishing date and time are stored in these variables.

### **v5 Page**

Variable v5 stores the page number the article was published on.

## v6 Tone Towards Actors

Variables on the tone towards political actors record three types of information:

1. Is an actor present in the story?
2. Is the actor evaluated by someone?
3. How is the actor evaluated (what is the tone towards the actor)?

Actors that are coded with these variables include political parties up for election, their leading candidates, and the government. Since coding involves three types of information, aggregations are possible for all three levels of information. Two aggregations of the v6 variables are included in the data set:

- Occurrence: The variable name is followed by the suffix “\_occurrence”  
These variables only store the information whether an actor occurs in a news story or not.
- Tone only: The variable name is followed by the suffix “\_tone”  
These variables only store the tone towards an actor, if there is any. If an actor is not present in a news story or is not evaluated, a missing value is used in these variables.

The tone variables stem from similar variables in the GLES 2009 study, but have been adapted to fit the Austrian situation. Since the tone is captured with a 5-point scale (“negative” – “rather negative” – “both positive and negative” – “rather positive” – “positive”) it can be aggregated to a 3-point scale (“rather negative” – “both positive and negative” – “rather positive”). This was done in the GLES 2009 study, but this aggregation does not provide improved intercoder reliability in our case. Therefore, the original 5-point scale was kept.

### **v7 Tone Towards Situation in Austria**

These two variables record how the situation of the economy and of immigration is evaluated in the news. Since perceived or expected changes in the economy and in the situation of immigration were part of AUTNES voter surveys during the election 2013<sup>2</sup>, the variables are intended to match such questions from the surveys.

Variable v7 is modelled on the previous variable v6, so what was said about variable v6 also applies to variable v7.

### **v8 Occurrence of Election Campaign Issues**

Six issues that were expected to be prevalent during the election campaign were analyzed through these variables. It was coded if an issue was present in a news report. It is possible to match them with corresponding questions from AUTNES voter surveys.

### **v9 Game Framing**

This variable records how prevalent game framing is in a news report. It means that news reporting focusses on the game character of politics, politics is portrayed as sports competition or warfare. A similar variable was included in AUTNES 2008. Strategic framing in AUTNES 2013 is a somewhat similar variable.

Game framing is measured through a 3-point scale:

- 0 no, no elements of game-framing
- 1 yes, at least one element of game-framing
- 2 yes, elements of game-framing dominate the coverage

---

<sup>2</sup> For an overview of all studies conducted during the AUTNES project for the general election 2013 visit the GESIS group description at <https://dbk.gesis.org/dbksearch/gdesc2.asp?no=0093> or the AUTNES website at <http://autnes.at>.

### **v10 Mobilization**

This variable records if a news report is mobilizing readers to take part in political activities. A similar variable was included in AUTNES 2008.

### **v11 Human Interest**

This variable records if a news report focusses on the fate of ordinary (i.e., unknown) people. This variable was already included in AUTNES 2013, but reliability scores were unsatisfactory. Therefore, it was modified and coded once more.

### **v12 Policy Relevant Information**

Policy relevant information are substantial, issue-related information and they are usually less focused on the aspects of politics and polity. In AUTNES 2008 policy-centered coverage was contrasted with game-centered reporting. We chose to treat these two aspects as two different variables (v9 and v12), since they are not mutually exclusive.

### **v13 Perspectives and v14 Arguments**

The question behind these variables is, whether coverage in an article is one-sided or if it takes multiple perspectives and arguments into account. This relates to variable “V17 Dimensionalität” in AUTNES 2008. Because these variables proved to be the most difficult to code during training, a reduced dichotomous scale (“none or one perspective/argument”, “more than one perspective/argument”) was used and a more formal approach was introduced with v15.

### **v15 Sources with Quote**

The number of different sources that are quoted directly is recorded with this variable.

## 8 Intercoder Reliability Test Results

Intercoder reliability testing was done in three waves, all six coders took part in the tests. The results are presented in table 4. Two indices for intercoder reliability are used: the conservative index Krippendorff's alpha and the rather liberal Holsti index. We consider a variable sufficiently reliable if Krippendorff's alpha is 0.7 or higher, or if Holsti's method amounts to a value of 0.9 or higher. This follows suggestions by Lombard et al.:

Lombard, M., Snyder-Duch, J., & Bracken, C. C. (2002). Content analysis in mass communication: Assessment and reporting of intercoder reliability. *Human Communication Research, 28*(4), 587–604.  
doi:10.1111/j.1468-2958.2002.tb00826.x

For calculating Krippendorff's alpha the Stata package *krippalpha* was used:

Staudt, A., & Krewel, M. (2015). *Krippalpha: Module to compute Krippendorff's alpha intercoder reliability coefficient* [Stata package]. Retrieved from <http://fmwww.bc.edu/RePEc/bocode/k>

The *krippalpha* command offers an option to specify the data level. For the variables *v6\**, *v6\*\_occurrence*, *v7\**, *v7\*\_occurrence*, *v8\**, *v13*, and *v14* a nominal data level was specified. An ordinal level was used for variables *v6\*\_tone*, *v7\*\_tone*, *v9*, *v10*, *v11*, and *v12*. A ratio level was used for *v15*.

For calculating Holsti's intercoder reliability index the Stata package *holsti* was used:

Staudt, A., Krewel, M., & Partheymüller, J. (2015). *Holsti: Module to compute Holsti intercoder reliability coefficients* [Stata package]. Retrieved from <http://fmwww.bc.edu/RePEc/bocode/h>

**Table 4: Results of intercoder reliability testing.**

Variable	Label	Test 1 (150 articles)				Test 2 (100 articles)			Test 3 (100 articles)			Total (350 articles)		
		Coded <sup>a</sup>	$\alpha$	Holsti	+	Coded <sup>a</sup>	$\alpha$	Holsti	Coded <sup>a</sup>	$\alpha$	Holsti	Coded <sup>a</sup>	$\alpha$	Holsti
v6a	Tone: SPOE	337/900	0.76	0.87		203/600	0.77	0.88	291/600	0.83	0.89	831/2100	0.79	0.88
v6a_occurrence	Occurrence: SPOE	337/900	0.91	0.96		203/600	0.89	0.95	291/600	0.93	0.96	831/2100	0.91	0.96
v6a_tone	Tone only: SPOE	150/150	0.87	0.87		87/87	0.85	0.88	141/141	0.76	0.89	378/378	0.84	0.88
v6b	Tone: Werner Faymann	139/900	0.80	0.94		124/600	0.86	0.95	101/600	0.88	0.96	364/2100	0.84	0.95
v6b_occurrence	Occurrence: Werner Faymann	139/900	0.94	0.98		124/600	0.96	0.99	101/600	0.97	0.99	364/2100	0.95	0.99
v6b_tone	Tone only: Werner Faymann	50/50	0.60	0.94		49/49	1.00	0.95	40/40	1.00	0.96	139/139	0.95	0.95
v6c	Tone: OEVp	413/900	0.71	0.82		271/600	0.82	0.89	289/600	0.85	0.91	973/2100	0.78	0.86
v6c_occurrence	Occurrence: OEVp	413/900	0.90	0.95		271/600	0.91	0.95	289/600	0.91	0.96	973/2100	0.91	0.95
v6c_tone	Tone only: OEVp	212/212	0.87	0.82		114/114	0.86	0.89	114/114	0.93	0.91	440/440	0.89	0.86
v6d	Tone: Michael Spindelegger	174/900	0.81	0.94		109/600	0.85	0.95	105/600	0.87	0.96	388/2100	0.84	0.95
v6d_occurrence	Occurrence: Michael Spindelegger	174/900	0.94	0.98		109/600	0.95	0.99	105/600	0.94	0.98	388/2100	0.94	0.98
v6d_tone	Tone only: Michael Spindelegger	59/59	0.99	0.94		42/42	0.66	0.95	30/30	1.00	0.96	131/131	0.93	0.95
v6e	Tone: FPOE	225/900	0.75	0.90		91/600	0.89	0.97	111/600	0.83	0.95	427/2100	0.80	0.93
v6e_occurrence	Occurrence: FPOE	225/900	0.87	0.95		91/600	0.96	0.99	111/600	0.92	0.98	427/2100	0.91	0.97
v6e_tone	Tone only: FPOE	127/127	0.68	0.90		42/42	1.00	0.97	35/35	0.86	0.95	204/204	0.84	0.93
v6f	Tone: Heinz-Christian Strache	111/900	0.89	0.98		66/600	0.79	0.96	71/600	0.86	0.97	248/2100	0.85	0.97
v6f_occurrence	Occurrence: Heinz-Christian Strache	111/900	0.97	0.99		66/600	0.92	0.98	71/600	0.98	1.00	248/2100	0.96	0.99
v6f_tone	Tone only: Heinz-Christian Strache	47/47	0.94	0.98		31/31	0.83	0.96	34/34	0.65	0.97	112/112	0.88	0.97

Variable	Label	Test 1 (150 articles)				Test 2 (100 articles)			Test 3 (100 articles)			Total (350 articles)		
		Coded <sup>a</sup>	$\alpha$	Holsti	+	Coded <sup>a</sup>	$\alpha$	Holsti	Coded <sup>a</sup>	$\alpha$	Holsti	Coded <sup>a</sup>	$\alpha$	Holsti
v6g	Tone: BZOE	95/900	0.81	0.96		49/600	0.81	0.97	53/600	0.85	0.98	197/2100	0.82	0.97
v6g_occurrence	Occurrence: BZOE	95/900	0.97	0.99		49/600	0.93	0.99	53/600	0.94	0.99	197/2100	0.95	0.99
v6g_tone	Tone only: BZOE	48/48	0.65	0.96		32/32	0.80	0.97	17/17	.	0.98	97/97	0.72	0.97
v6h	Tone: Josef Bucher	71/900	0.85	0.98		34/600	0.81	0.98	30/600	0.84	0.99	135/2100	0.84	0.98
v6h_occurrence	Occurrence: Josef Bucher	71/900	0.95	0.99		34/600	0.94	0.99	30/600	0.93	0.99	135/2100	0.94	0.99
v6h_tone	Tone only: Josef Bucher	37/37	0.90	0.98		14/14	1.00	0.98	5/5	.	0.99	56/56	0.95	0.98
v6i	Tone: The Greens	212/900	0.89	0.96		136/600	0.86	0.95	143/600	0.88	0.95	491/2100	0.88	0.95
v6i_occurrence	Occurrence: The Greens	212/900	0.97	0.99		136/600	0.96	0.99	143/600	0.95	0.98	491/2100	0.96	0.99
v6i_tone	Tone only: The Greens	88/88	0.95	0.96		53/53	0.65	0.95	53/53	1.00	0.95	194/194	0.89	0.95
v6j	Tone: Eva Glawischnig	66/900	0.90	0.99		51/600	0.79	0.97	25/600	0.83	0.99	142/2100	0.85	0.98
v6j_occurrence	Occurrence: Eva Glawischnig	66/900	1.00	1.00		51/600	0.92	0.99	25/600	0.87	0.99	142/2100	0.95	0.99
v6j_tone	Tone only: Eva Glawischnig	18/18	1.00	0.99		28/28	0.95	0.97	5/5	.	0.99	51/51	0.96	0.98
v6k	Tone: Team Stronach	112/900	0.77	0.95		51/600	0.82	0.97	63/600	0.89	0.98	226/2100	0.81	0.96
v6k_occurrence	Occurrence: Team Stronach	112/900	0.86	0.97		51/600	0.91	0.99	63/600	0.97	0.99	226/2100	0.90	0.98
v6k_tone	Tone only: Team Stronach	46/46	0.84	0.95		20/20	0.99	0.97	12/12	0.00	0.98	78/78	0.80	0.96
v6l	Tone: Frank Stronach	133/900	0.83	0.96		104/600	0.81	0.94	82/600	0.84	0.96	319/2100	0.83	0.95
v6l_occurrence	Occurrence: Frank Stronach	133/900	0.96	0.99		104/600	0.96	0.99	82/600	0.91	0.98	319/2100	0.95	0.99
v6l_tone	Tone only: Frank Stronach	42/42	0.45	0.96		61/61	0.61	0.94	39/39	0.98	0.96	142/142	0.68	0.95
v6m	Tone: NEOS	36/900	0.77	0.98		30/600	0.97	1.00	36/600	0.95	1.00	102/2100	0.89	0.99
v6m_occurrence	Occurrence: NEOS	36/900	0.94	1.00		30/600	1.00	1.00	36/600	1.00	1.00	102/2100	0.98	1.00
v6m_tone	Tone only: NEOS	13/13	0.52	0.98		13/13	.	1.00	2/2	.	1.00	28/28	0.86	0.99

Variable	Label	Test 1 (150 articles)				Test 2 (100 articles)				Test 3 (100 articles)				Total (350 articles)			
		Coded <sup>a</sup>	$\alpha$	Holsti	+	Coded <sup>a</sup>	$\alpha$	Holsti		Coded <sup>a</sup>	$\alpha$	Holsti		Coded <sup>a</sup>	$\alpha$	Holsti	
v6n	Tone: Matthias Strolz	14/900	0.86	1.00		10/600	0.80	0.99		12/600	0.76	0.99		36/2100	0.81	0.99	
v6n_occurrence	Occurrence: Matthias Strolz	14/900	0.86	1.00		10/600	0.80	0.99		12/600	1.00	1.00		36/2100	0.89	1.00	
v6n_tone	Tone only: Matthias Strolz	1/1	.	1.00		5/5	.	0.99		8/8	1.00	0.99		14/14	1.00	0.99	
v6o	Tone: Federal government	184/900	0.64	0.88	+	115/600	0.64	0.88	+	148/600	0.78	0.91		447/2100	0.69	0.89	+
v6o_occurrence	Occurrence: Federal government	184/900	0.74	0.92		115/600	0.72	0.91		148/600	0.88	0.96		447/2100	0.78	0.93	
v6o_tone	Tone only: Federal government	78/78	0.88	0.88		58/58	0.62	0.88	+	81/81	0.89	0.91		217/217	0.83	0.89	
v7a	Tone: Situation of the economy	93/900	0.41	0.89	+	122/600	0.49	0.82	+	97/600	0.62	0.89	+	312/2100	0.51	0.87	+
v7a_occurrence	Occurrence: Situation of the economy	93/900	0.53	0.91		122/600	0.53	0.85	+	97/600	0.65	0.91		312/2100	0.57	0.89	+
v7a_tone	Tone only: Situation of the economy	71/71	0.74	0.89		100/100	0.88	0.82		83/83	0.94	0.89		254/254	0.87	0.87	
v7b	Tone: Situation of immigration	28/900	0.14	0.95		28/600	0.66	0.97		16/600	0.62	0.98		72/2100	0.45	0.96	
v7b_occurrence	Occurrence: Situation of immigration	28/900	0.19	0.95		28/600	0.75	0.98		16/600	0.62	0.98		72/2100	0.50	0.97	
v7b_tone	Tone only: Situation of immigration	18/18	0.23	0.95		16/16	0.00	0.97		8/8	.	0.98		42/42	0.09	0.96	
v8a	Occurrence: Financial and Euro crisis	17/900	0.53	0.98		14/600	0.65	0.98		14/600	0.42	0.97		45/2100	0.53	0.98	
v8b	Occurrence: Schools	50/900	0.79	0.98		27/600	0.56	0.96		33/600	0.78	0.98		110/2100	0.73	0.97	

Variable	Label	Test 1 (150 articles)				Test 2 (100 articles)			Test 3 (100 articles)			Total (350 articles)					
		Coded <sup>a</sup>	$\alpha$	Holsti	+	Coded <sup>a</sup>	$\alpha$	Holsti	Coded <sup>a</sup>	$\alpha$	Holsti	Coded <sup>a</sup>	$\alpha$	Holsti			
v8c	Occurrence: Labour market and unemployment	20/900	0.67	0.99		36/600	0.54	0.95		42/600	0.61	0.95		98/2100	0.60	0.97	
v8d	Occurrence: Immigration	40/900	0.70	0.97		35/600	0.80	0.98		38/600	0.83	0.98		113/2100	0.77	0.98	
v8e	Occurrence: Corruption and fighting corruption	110/900	0.66	0.93		62/600	0.73	0.95		47/600	0.68	0.95		219/2100	0.69	0.94	
v8f	Occurrence: Housing	7/900	0.34	0.99		25/600	0.81	0.99		15/600	0.63	0.98		47/2100	0.68	0.99	
v9	Game framing	152/900	0.55	0.85	+	96/600	0.39	0.82	+	105/600	0.55	0.84	+	353/2100	0.51	0.84	+
v10	Mobilization	43/900	0.45	0.95		15/600	0.25	0.96		10/600	0.39	0.98		68/2100	0.40	0.96	
v11	Human interest	12/900	0.46	0.99		6/600	1.00	1.00		8/600	0.55	0.98		26/2100	0.61	0.99	
v12	Policy relevant information	125/900	0.57	0.76	+	109/600	0.71	0.74		149/600	0.69	0.71	+	383/2100	0.66	0.74	+
v13	Perspectives	246/900	0.62	0.85	+	150/600	0.62	0.86	+	146/600	0.54	0.83	+	542/2100	0.60	0.85	+
v14	Arguments	166/900	0.38	0.81	+	99/600	0.36	0.82	+	125/600	0.45	0.82	+	390/2100	0.40	0.82	+
v15	Sources with quote	566/900	0.92	0.80		420/600	0.87	0.78		392/600	0.94	0.83		1378/2100	0.91	0.80	

*Note.*  $\alpha$  are Krippendorff's alpha values. Variables that fail to meet the criteria mentioned by Lombard et al. ( $\alpha \geq 0.7$  OR Holsti  $\geq 0.9$ ) are marked with a +.

<sup>a</sup> Coded means the number of articles in which the actor, issue, or attribute in question was present during reliability testing (i.e., not coded with 0 or 99).