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German Longitudinal
Election Study



GLES 2009

Campaign Media Content Analysis, TV

ZA5306, Version 1.2.0

Methodology Report

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Contact

GESIS - Leibniz - Institute for Social Sciences

P.O. Box 122155

68072 Mannheim

E-mail: gles@gesis.org

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Principal investigator

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

Coding

GöfaK Medienforschung GmbH
Lennéstr. 12 A
D - 14471 Potsdam

Project group

GLÉS:

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

GöfaK

Prof. Dr. Hans-Jürgen Weiß
Dr. Torsten Maurer
Bertil Schwotzer, M.A.
Ana Marinova
Arthur Dubowicz
Christina Schachtl
Hardo Trautmann
Janine Hentschke, M.A.
Julia Zhu
Roman Obst
Uta Weisse

Translation

Josephine Hörl

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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 funded by the German Research Foundation (DFG) and 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 2009 which can be systematically combined with the *survey data* of the election study.

Period of observation

28 June to 26 September 2009 (91 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

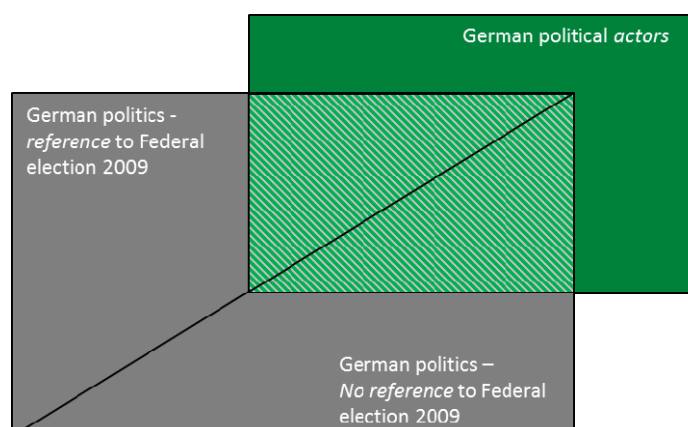
- Theme structure of news coverage of election campaign,
- Presence and thematization of political actors,
- Evaluation of political actors,
- Statements concerning electoral chances of political actors,
- Coalition statements.

Recording units

The study is ruled out 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 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. News stories referring to an evaluation of the economic situation or development in Germany are marked out. 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 with the Federal election 2009 (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 B07 as regards the journalistic form of presentation,¹
- (2) Variables B10 resp. B14, B16 and B18 as regards 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, B05).

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 the variable B07. 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 B14, B16 and B18 as shown in *List 1: Issues* constitute a very sophisticated system of categories allowing 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.

On the second level of observation all news stories fulfilling the criteria of inclusion, i.e. all news stories referring to *German politics* or *German political actors*, 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.

¹ For these variables cf. chapter 3–6.

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).

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 / the 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. First all statements of the statement group 3 occurring in a single news story are coded, then all statements of statement group 2 and finally all statements of the statement group 1.

1.4 Number of cases of the study

From 364 newscasts during the observation period 5.063 news stories have been identified from which 4.564 were thematically classifiable. The other 499 news stories are formal moderations, opening / closing credits etc. From the thematically classifiable news stories 1.395 have been included into the in-depth analysis: 1.336 news stories are referring to the German Federal politics and 59 news stories are not political but have a reference to a German (federal) political actor.

Number of newscasts	364
<hr/>	
Number of news stories	5.063
thereof: news stories thematically not classifiable	499
thereof: news stories thematically classifiable	4.564
<hr/>	
Number of news stories taking into the in-depth analysis	1.395
thereof: with reference to German Federal politics	1.336
thereof: no politics, but with reference to German (federal) political actors	59
<hr/>	
Number of news stories with <i>at least</i> one evaluation of German political actors <i>or</i> a statement to the electoral chances of German political actors <i>or</i> a coalition statement	505
<hr/>	
Number of statements	1.654
thereof: statement group 1: Evaluations of German political actors	1.156
thereof: statement group 2: statements about electoral chances in Germany	391
thereof: statement group 3: coalition statements	107

Within 505 of the 1.395 news stories, a relevant statement could be identified. Overall 1.654 statements were coded in these news stories: 1.156 evaluations of German of political actors (statement group 1), 391 statements to electoral chances (statement group 2) and 107 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–B08),
- group 2 carried out the thematization analysis and the coder ranking (variables B09–B22),
- group 3 carried out the analysis of the statements (variables S01–S32).

The coding was done chronologically, i.e. the coding begun with 28 June and ended with 26 September 2009. First each day was treated by group 1, then by group 2 and finally by group 3. The coding of the previous groups could be seen by the following groups.

2 The reliability of the coding

2.1 Elucidations of the reliability tests

After reaching good intercoder reliability values in the pre-tests the training was finished. After the beginning of the coding reliability tests were carried out in three stages in order to control the coding permanently and to document it methodically: two reliability tests have been performed simultaneously with the coding, a third test has been executed after finishing the coding.

- Coder group 1 (formed by two female coders) identifies the recording units at level of news stories and codes them with respect to formal data. In all three stages the constitution and the coding of the recording units has been tested separately. In the first tests six newscasts between 8 and 31 July were examined. In the second tests four newscasts between 2 and 31 August were used for both test dimensions, in order to test the coding some additional news stories out of eight newscasts between 2 and 16 August were coded. The final tests referred to six newscasts between 2 and 25 September.

- Coder group 2 (formed by three male and female coders) is responsible for identifying the subject and carrying out the coder ranking. In the first tests six complete newscasts between 8 and 31 July were examined. In further tests news stories from different newscasts were deliberately selected instead of examining complete newscasts in order to test the coding of variables occurring only rarely. In the second test news stories taken out of eleven newscasts between 27 July and 11 August were examined as well as news stories from 14 newscasts between 3 and 26 September in the final test.

- Coder group 3 (formed by three male and female coders) carries out the statement analysis. In all three stages the constitution of the recording units and their coding were tested separately. The first tests included eleven newscasts between 10 and 23 July, the second tests covered 13 newscasts between 29 June and 19 August and the final tests referred to 24 newscasts between 23 August and 26. September.

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 five coefficients are indicated in the tables: the Krippendorff's Alpha coefficient and the Holsti's index² as well as three coefficients resulting from a linear comparison of the coding. Therefore the maximum of same coding was determined for recording unit and variable. The value of *complete* agreement indicates the percentage of recording units which were coded identically by all coders participating in the test. The value of *majoritarian agreement* indicates the percentage of recording units which were coded identically by the majority of all coders. The *average agreement* follows another approach: while for the complete and majoritarian agreement the number of recording units serves as percentage basis, the average congruence is based on the number of coders so that the value indicates how much percent of coders have on the average taken the same decision.

When testing the constitution of recording units only the complete and the average congruence were given.³

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

² About the characteristics of these values cf. a.or 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.

³ As coder group 1 only contained two female coders, a majoritarian congruence could not be calculated.

rarely a value above zero and are therefore coded in the majority of the cases with zero (e.g. B19a). For this reason it is indicated in the column "Coding" how often a value was coded non-zero.

2.2 Results of the reliability tests – Overall values

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

	Cases	Coder Agreement	
		Complete ¹	Average ²
Constitution of news stories	234	98.7	99.4

- 1 Percentage of recording units coded identically by both coders participating in the test.
- 2 Percentage of coders having coded the respective recording unit identically.

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

VAR	Name	Cases	Cod. ¹	α^2	Holsti	CA ³	MA	AA ⁵
B05	1st filter variable news story analysis: Thematically classifiable news story?	249	498/498	1.0	1.0	100.0	- ⁶	100.0
B06	Announcement of the news story	218	110/436	.95	.98	98.2	- ⁶	99.1
B07	Journalistic form of presentation	218	436/436	.92	.95	95.4	- ⁶	97.7

- 1 Number of coding non-zero / Overall number of codings (2 coders).
- 2 Krippendorff's Alpha.
- 3 CompleteAgreement: Percentage of recording units coded identically by both coders participating in the test.
- 4 MajoritarianAgreement: Can not be calculated with only two coders.
- 5 AverageAgreement: Percentage of coders having coded the respective recording unit identically.

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

VAR	Name	Cases	Cod. ¹	α^2	Holsti	CA ³	MA ⁴	AA ⁵
B09	2nd filter variable: Does the news story refer to an evaluation of the economic situation/development in Germany?	242	59/726	.69	.95	93.0	100.0	97.7
B10	3rd filter variable news story analysis: Does the news story refer to the German federal politics?	242	726/726	.80	.86	79.8	98.3	92.7
B11	4th filter variable news story analysis: If no politics: Does the news story refer to German (federal) political actors?	73	14/219	.63	.95	93.2	100.0	97.7
B12	Main subject of the news story: politics, polity, policy issue?	127	379/381	.89	.94	91.3	100.0	97.1
B13	Reference to politics issues?	127	163/381	.91	.95	92.9	100.0	97.6
B14	If yes: politics issue	57	163/171	.78	.79	70.2	96.5	88.9
	<i>Recoding: truncated (2 decimal digits)</i>	57	163/171	.85	.91	86.0	100.0	95.3
B15	Reference to polity issues?	127	8/381	.62	.98	97.6	100.0	99.2
B16	If yes: polity issue	4	8/12	.57	.67	50.0	100.0	83.3
	<i>Recoding: truncated (2 decimal digits)</i>	4	8/12	.57	.67	50.0	100.0	83.3
B17	Reference to policy issues?	127	236/381	.82	.90	86.6	97.6	94.8

VAR	Name	Cases	Cod. ¹	α^2	Holsti	CA ³	MA ⁴	AA ⁵
B18	If yes: policy issue	87	236/261	.72	.74	62.1	96.6	86.2
	<i>Recoding: truncated (2 decimal digits)</i>	87	236/261	.83	.85	77.0	100.0	92.3
B19a	Welfare-state services	127	32/381	.47	.92	89.0	96.9	95.3
B19b	Fiscal policy	127	64/381	.77	.93	89.8	100.0	96.6
B19c	Accelerating the phasing-out of nuclear energy	127	9/381	.77	.99	98.4	100.0	99.5
B19d	Maintaining the actual phasing-out plan	127	19/381	.78	.98	96.9	100.0	99.0
B19e	Decelerating the phasing-out of nuclear energy	127	9/381	.77	.99	98.4	100.0	99.5
B19f	Revoking the phasing-out of nuclear energy	127	13/381	.68	.98	96.9	100.0	99.0
B20a	Does the news story refer to the federal election 2009?	131	193/393	.94	.97	95.4	100.0	98.5
B20c	Explicit reference to the TV debate	131	22/393	.95	.99	99.2	100.0	99.7
B20d	Explicit reference to survey results to the federal election 2009	131	39/393	.83	.97	95.4	100.0	98.5
B20e	Central event as cause of reporting	131	104/393	.91	.96	94.7	98.5	97.7
B21a	Angela Merkel: Chancellor	131	110/393	.91	.96	93.9	100.0	98.0
	<i>Recoding: without differentiation concerning the order</i>	131	110/393	.92	.96	94.7	100.0	98.2
	<i>Recoding: without differentiation sound bite/thematization</i>	131	110/393	.91	.96	93.9	100.0	98.0
B21b	Angela Merkel: Other roles	131	29/393	.67	.95	93.1	100.0	97.7
	<i>Recoding: without differentiation concerning the order</i>	131	29/393	.67	.95	93.1	100.0	97.7
	<i>Recoding: without differentiation sound bite/thematization</i>	131	29/393	.67	.95	93.1	100.0	97.7
a/b	<i>Recoding: without differentiation of the role</i>	131	124/393	.97	.98	97.7	100.0	99.2
B21c	Other roles or boards CDU: Institutional (roles)	131	51/393	.71	.93	90.1	99.2	96.4
	<i>Recoding: without differentiation concerning the order</i>	131	51/393	.72	.93	90.1	100.0	96.7
	<i>Recoding: without differentiation sound bite/thematization</i>	131	51/393	.76	.94	91.6	100.0	97.2
B21d	Other politicians or boards CDU, CDU in general: Other (roles)	131	65/393	.82	.95	92.4	100.0	97.5
	<i>Recoding: without differentiation concerning the order</i>	131	65/393	.85	.96	93.9	100.0	98.0
	<i>Recoding: without differentiation sound bite/thematization</i>	131	65/393	.84	.95	93.1	100.0	97.7
c/d	<i>Recoding: without differentiation of the role</i>	131	91/393	.82	.93	89.3	100.0	96.4
B21e	Karl-Theodor zu Guttenberg: Federal Minister of Economics and Technology	131	16/393	.87	.99	98.5	100.0	99.5
	<i>Recoding: without differentiation concerning the order</i>	131	16/393	.94	.99	99.2	100.0	99.7
	<i>Recoding: without differentiation sound bite/thematization</i>	131	16/393	.87	.99	98.5	100.0	99.5

VAR	Name	Cases	Cod. ¹	α^2	Holsti	CA ³	MA ⁴	AA ⁵
B21f	Karl-Theodor zu Guttenberg: Other roles	131	1/393	.00	.99	99.2	100.0	99.7
	<i>Recoding: without differentiation concerning the order</i>	131	1/393	.00	.99	99.2	100.0	99.7
	<i>Recoding: without differentiation sound bite/thematization</i>	131	1/393	.00	.99	99.2	100.0	99.7
<i>e/f</i>	<i>Recoding: without differentiation of the role</i>	131	17/393	.82	.99	97.7	100.0	99.2
B21g	Other politicians or boards CSU: Institutional (roles)	131	20/393	.74	.98	96.2	100.0	98.7
	<i>Recoding: without differentiation concerning the order</i>	131	20/393	.74	.98	96.2	100.0	98.7
	<i>Recoding: without differentiation sound bite/thematization</i>	131	20/393	.74	.98	96.2	100.0	98.7
B21h	Other politicians or boards CSU, CSU in general: Other (roles)	131	14/393	.45	.96	94.7	99.2	98.0
	<i>Recoding: without differentiation concerning the order</i>	131	14/393	.45	.96	94.7	99.2	98.0
	<i>Recoding: without differentiation sound bite/thematization</i>	131	14/393	.56	.97	95.4	100.0	98.5
<i>g/h</i>	<i>Recoding: without differentiation of the role</i>	131	31/393	.93	.99	98.5	100.0	99.5
B21i	CDU/CSU in general	131	105/393	.94	.98	96.2	100.0	98.7
	<i>Recoding: without differentiation concerning the order</i>	131	105/393	.96	.99	97.7	100.0	99.2
	<i>Recoding: without differentiation sound bite/thematization</i>	131	105/393	.95	.98	96.9	100.0	99.0
B21j	Frank-Walter Steinmeier: Minister of Foreign Affairs	131	21/393	.78	.98	96.9	99.2	98.7
	<i>Recoding: without differentiation concerning the order</i>	131	21/393	.78	.98	96.9	99.2	98.7
	<i>Recoding: without differentiation sound bite/thematization</i>	131	21/393	.80	.98	96.9	100.0	99.0
B21k	Frank-Walter Steinmeier: Other roles	131	96/393	.90	.96	93.9	100.0	98.0
	<i>Recoding: without differentiation concerning the order</i>	131	96/393	.92	.97	95.4	100.0	98.5
	<i>Recoding: without differentiation sound bite/thematization</i>	131	96/393	.91	.96	94.7	100.0	98.2
<i>j/k</i>	<i>Recoding: without differentiation of the role</i>	131	108/393	.93	.97	95.4	100.0	98.5
B21l	Other politicians or boards SPD: Institutional (roles)	131	103/393	.92	.96	94.7	100.0	98.2
	<i>Recoding: without differentiation concerning the order</i>	131	103/393	.91	.96	94.7	100.0	98.2
	<i>Recoding: without differentiation sound bite/thematization</i>	131	103/393	.95	.98	96.9	100.0	99.0
B21m	Other politicians or boards SPD, SPD in general: Other (roles)	131	139/393	.85	.92	87.8	100.0	95.9
	<i>Recoding: without differentiation concerning the order</i>	131	139/393	.86	.93	89.3	100.0	96.4
	<i>Recoding: without differentiation sound bite/thematization</i>	131	139/393	.87	.93	90.1	100.0	96.7
<i>l/m</i>	<i>Recoding: without differentiation of the role</i>	131	200/393	.90	.93	89.3	100.0	96.4

VAR	Name	Cases	Cod. ¹	α^2	Holsti	CA ³	MA ⁴	AA ⁵
B21n	Federal Government in general	131	101/393	.81	.92	88.5	99.2	95.9
	<i>Recoding: without differentiation concerning the order</i>	131	101/393	.81	.93	89.3	100.0	96.4
	<i>Recoding: without differentiation sound bite/thematization</i>	131	101/393	.82	.93	89.3	99.2	96.2
B21o	Guido Westerwelle: Leader of parliamentary party group	131	2/393	.00	.99	98.5	100.0	99.5
	<i>Recoding: without differentiation concerning the order</i>	131	2/393	.00	.99	98.5	100.0	99.5
	<i>Recoding: without differentiation sound bite/thematization</i>	131	2/393	.00	.99	98.5	100.0	99.5
B21p	Guido Westerwelle: Other roles	131	22/393	.81	.98	96.9	100.0	99.0
	<i>Recoding: without differentiation concerning the order</i>	131	22/393	.81	.98	96.9	100.0	99.0
	<i>Recoding: without differentiation sound bite/thematization</i>	131	22/393	.81	.98	96.9	100.0	99.0
<i>o/p</i>	<i>Recoding: without differentiation of the role</i>	131	24/393	.87	.99	97.7	100.0	99.2
B21q	Other politicians or boards FDP: Institutional (roles)	131	3/393	.33	.99	98.5	100.0	99.5
	<i>Recoding: without differentiation concerning the order</i>	131	3/393	.33	.99	98.5	100.0	99.5
	<i>Recoding: without differentiation sound bite/thematization</i>	131	3/393	.33	.99	98.5	100.0	99.5
B21r	Other politicians or boards FDP, FDP in general: Other (roles)	131	87/393	.93	.98	96.2	100.0	98.7
	<i>Recoding: without differentiation concerning the order</i>	131	87/393	.93	.98	96.2	100.0	98.7
	<i>Recoding: without differentiation sound bite/thematization</i>	131	87/393	.94	.98	96.9	100.0	99.0
<i>q/r</i>	<i>Recoding: without differentiation of the role</i>	131	89/393	.94	.98	96.9	100.0	99.0
B21s	Renate Künast: Leader of parliamentary party group	131	0/393	-	1.0	100.0	100.0	100.0
	<i>Recoding: without differentiation concerning the order</i>	131	0/393	-	1.0	100.0	100.0	100.0
	<i>Recoding: without differentiation sound bite/thematization</i>	131	0/393	-	1.0	100.0	100.0	100.0
B21t	Renate Künast: Other roles	131	19/393	.89	.99	98.5	100.0	99.5
	<i>Recoding: without differentiation concerning the order</i>	131	19/393	.89	.99	98.5	100.0	99.5
	<i>Recoding: without differentiation sound bite/thematization</i>	131	19/393	.89	.99	98.5	100.0	99.5
<i>s/t</i>	<i>Recoding: without differentiation of the role</i>	131	19/393	.89	.99	98.5	100.0	99.5
B21u	Other politicians or boards Bündnis 90/Die Grünen: Institutional (roles)	131	12/393	.40	.96	94.7	100.0	98.2
	<i>Recoding: without differentiation concerning the order</i>	131	12/393	.40	.96	94.7	100.0	98.2
	<i>Recoding: without differentiation sound bite/thematization</i>	131	12/393	.40	.96	94.7	100.0	98.2

VAR	Name	Cases	Cod. ¹	α^2	Holsti	CA ³	MA ⁴	AA ⁵
B21v	Other politicians or boards Bündnis 90/Die Grünen, Bündnis 90/Die Grünen in general: Other (roles)	131	91/393	.91	.96	94.7	100.0	98.2
	<i>Recoding: without differentiation concerning the order</i>	131	91/393	.92	.97	95.4	100.0	98.5
	<i>Recoding: without differentiation sound bite/thematization</i>	131	91/393	.93	.98	96.2	100.0	98.7
<i>u/v</i>	<i>Recoding: without differentiation of the role</i>	131	94/393	.93	.97	96.2	99.2	98.5
B21w	Oskar Lafontaine: Leader of parliamentary party group	131	0/393	-	1.0	100.0	100.0	100.0
	<i>Recoding: without differentiation concerning the order</i>	131	0/393	-	1.0	100.0	100.0	100.0
	<i>Recoding: without differentiation sound bite/thematization</i>	131	0/393	-	1.0	100.0	100.0	100.0
B21x	Oskar Lafontaine: Other roles	131	9/393	1.0	1.0	100.0	100.0	100.0
	<i>Recoding: without differentiation concerning the order</i>	131	9/393	1.0	1.0	100.0	100.0	100.0
	<i>Recoding: without differentiation sound bite/thematization</i>	131	9/393	1.0	1.0	100.0	100.0	100.0
<i>w/x</i>	<i>Recoding: without differentiation of the role</i>	131	9/393	1.0	1.0	100.0	100.0	100.0
B21y	Other politicians or boards Die Linke: Institutional roles	131	8/393	.62	.99	97.7	100.0	99.2
	<i>Recoding: without differentiation concerning the order</i>	131	8/393	.62	.99	97.7	100.0	99.2
	<i>Recoding: without differentiation sound bite/thematization</i>	131	8/393	.62	.99	97.7	100.0	99.2
B21z	Other politicians or boards Die Linke, Die Linke in general: Other (roles)	131	56/393	.89	.96	93.9	100.0	98.0
	<i>Recoding: without differentiation concerning the order</i>	131	56/393	.84	.97	95.4	100.0	98.5
	<i>Recoding: without differentiation sound bite/thematization</i>	131	56/393	.88	.97	95.4	100.0	98.5
<i>y/z</i>	<i>Recoding: without differentiation of the role</i>	131	61/393	.88	.97	95.4	100.0	98.5
B22a	Angela Merkel	131	93/393	.76	.90	87.0	96.9	94.7
	<i>Recoding: three point scale</i>	131	93/393	.78	.91	87.8	98.5	95.4
B22b	CDU	131	88/393	.62	.86	80.2	96.2	92.1
	<i>Recoding: three point scale</i>	131	88/393	.64	.87	81.7	96.2	92.6
B22c	Karl-Theodor zu Guttenberg	131	13/393	.92	.99	99.2	100.0	99.7
	<i>Recoding: three point scale</i>	131	13/393	.92	.99	99.2	100.0	99.7
B22d	CSU	131	71/393	.68	.90	85.5	98.5	94.7
	<i>Recoding: three point scale</i>	131	71/393	.71	.91	87.0	98.5	95.2
B22e	Frank-Walter Steinmeier	131	70/393	.67	.90	87.0	95.4	94.1
	<i>Recoding: three point scale</i>	131	70/393	.70	.91	87.8	96.2	94.7
B22f	SPD	131	107/393	.58	.81	74.8	94.7	89.8
	<i>Recoding: three point scale</i>	131	107/393	.59	.82	75.6	95.4	90.3
B22g	Guido Westerwelle	131	11/393	.81	.99	98.5	100.0	99.5
	<i>Recoding: three point scale</i>	131	11/393	.81	.99	98.5	100.0	99.5

VAR	Name	Cases	Cod. ¹	α^2	Holsti	CA ³	MA ⁴	AA ⁵
B22h	FDP <i>Recoding: three point scale</i>	131	27/393	.44	.93	91.6	94.7	95.4
		131	27/393	.50	.93	92.4	95.4	95.9
B22i	Renate Künast <i>Recoding: three point scale</i>	131	5/393	.70	.99	99.2	99.2	99.5
		131	5/393	.70	.99	99.2	99.2	99.5
B22j	Bündnis 90/Die Grünen <i>Recoding: three point scale</i>	131	41/393	.70	.94	92.4	97.7	96.7
		131	41/393	.74	.95	92.4	100.0	97.5
B22k	Oskar Lafontaine <i>Recoding: three point scale</i>	131	5/393	.50	.99	98.5	99.2	99.2
		131	5/393	.50	.99	98.5	99.2	99.2
B22l	Die Linke <i>Recoding: three point scale</i>	131	18/393	.51	.96	94.7	97.7	97.5
		131	18/393	.51	.96	94.7	97.7	97.5
B22m	Coalition CDU/CSU/FDP <i>Recoding: three point scale</i>	131	30/393	.65	.95	93.1	98.5	97.2
		131	30/393	.75	.96	95.4	98.5	98.0
B22n	Grand coalition, Federal Government <i>Recoding: three point scale</i>	131	70/393	.68	.90	85.5	99.2	94.9
		131	70/393	.70	.91	86.3	99.2	95.2
B22o	Coalition SPD/Grüne <i>Recoding: three point scale</i>	131	0/393	-	1.0	100.0	100.0	100.0
		131	0/393	-	1.0	100.0	100.0	100.0

1 Number of coding non-zero / Overall number of coding (3 coders).

2 Krippendorff's Alpha.

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

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

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

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

	Cases	Coder Agreement		
		Complete ¹	Majoritarian ²	Average ³
Formation of statement	263	92.8	97.3	97.6

- 1 Percentage of recording units coded identically by all three coders participating in the test.
- 2 Percentage of recording units coded identically by more than the majority of coders participating in the test.
- 3 Percentage of coders having coded the respective recording unit identically.

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

VAR	Name	Cases	Cod. ¹	α^2	Holsti	CA ³	MA ⁴	AA ⁵
S10	Statement's subject	173	519/519	.96	.97	94.8	100.0	98.3
	<i>Recoding: truncated (3 decimal digits)</i>	173	519/519	.96	.97	94.8	100.0	98.3
	<i>Recoding: truncated (2 decimal digits)</i>	173	519/519	.97	.97	95.4	100.0	98.5
S11	Object of evaluation	173	519/519	.96	.96	93.6	100.0	97.9
S12	Tendency of evaluation	173	519/519	.98	.99	98.8	100.0	99.6
S13	Policy reference point	173	519/519	.93	.96	93.6	100.0	97.9
S14	If specific policy competence: policy issue?	52	148/156	.83	.87	80.8	98.1	92.9
S20	Statement's subject	57	171/171	.97	.98	96.5	100.0	98.8
	<i>Recoding: truncated (2 decimal digits)</i>	57	171/171	.95	.98	96.5	100.0	98.8
S21	Statement's object	57	171/171	.99	.99	98.2	100.0	99.4
S22	Assessment of electoral chances – static	57	92/171	.95	.97	94.7	100.0	98.2
	<i>Recoding: Occurrence vs. non-occurrence</i>	57	92/171	.93	.97	94.7	100.0	98.2
S23	Assessment of electoral chances – dynamic	57	79/171	.94	.97	94.7	100.0	98.2
	<i>Recoding: Occurrence vs. non-occurrence</i>	57	79/171	.93	.97	94.7	100.0	98.2
S24	Explication of the electoral chance	57	105/171	.89	.92	87.7	100.0	95.9
S25	Reference to survey results	57	124/171	.88	.95	93.0	100.0	97.7
S30	Statement's subject	14	42/42	1.0	1.0	100.0	100.0	100.0
S31	Possible coalition constellations	14	42/42	.88	.91	85.7	100.0	95.2
S32	Coalition statement	14	42/42	.77	.91	78.6	100.0	92.9
	<i>Recoding: 1=1; 2,3=2; 4=3</i>	14	42/42	.77	.86	78.6	100.0	92.9
	<i>Recoding: 1,2=1; 3,4=2</i>	14	42/42	1.0	1.0	100.0	100.0	100.0

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

2.3 Results of reliability tests – Values from the single tests

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

	Current test 1			Current test 2			Final test		
	Cases	CA ¹	AA ²	Cases	CA ¹	AA ²	Cases	CC ¹	AC ²
Formation of news stories	85	100.0	100.0	60	100.0	100.0	89	96.6	99.3

- 1 Percentage of recording units coded identically by both coders participating in the test.
- 2 Percentage of coders having coded the respective recording unit identically.

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

Var.	Name	Current test 1							Current test 2							Final test						
		n ¹	Cod. ²	α^3	Holsti	CA ⁴	MA ⁵	AA ⁶	n ¹	Cod. ²	α^3	Holsti	CA ⁴	MA ⁵	AA ⁶	n ¹	Cod. ²	α^3	Holsti	CA ⁴	MA ⁵	AA ⁶
B05	1st filter variable analysis of news stories: Is the news story thematically classifiable?	85	170/170	1.0	1.0	100.0	-	100.0	78	156/156	1.0	1.0	100.0	-	100.0	86	172/172	1.0	1.0	100.0	-	100.0
B06	Announcement of news story	76	24/152	1.0	1.0	100.0	-	100.0	66	26/132	.90	.97	97.0	-	98.5	76	60/152	.95	.97	97.4	-	98.7
B07	Journalistic form of presentation	76	152/152	.93	.96	96.1	-	98.0	66	132/132	.93	.96	95.5	-	97.7	76	152/152	.91	.95	94.7	-	97.4

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

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							Final test						
		n ¹	Cod. ²	α^3	Holsti	CA ⁴	MA ⁵	AA ⁶	n ¹	Cod. ²	α^3	Holsti	CA ⁴	MA ⁵	AA ⁶	n ¹	Cod. ²	α^3	Holsti	CA ⁴	MA ⁵	AA ⁶
B09	2nd filter variable: Does the news story refer to the evaluation of the economic situation/ development in Germany?	79	10/237	.79	.98	97.5	100.0	99.2	85	45/255	.70	.91	87.1	100.0	95.7	78	4/234	.00	.97	94.9	100.0	98.3
B10	3rd filter variable analysis of news stories: does the news story refer to German federal politics?	79	237/237	.75	.81	73.4	97.5	90.3	85	255/255	.80	.86	80.0	97.6	92.5	78	234/234	.81	.91	85.9	100.0	95.3
B11	4th filter variable analysis of news stories: If no politics: Reference to German (federal) political actors?	30	3/90	.00	.93	90.0	100.0	96.7	34	2/102	.50	.98	94.3	97.1	97.1	9	9/27	.86	.93	88.9	100.0	96.3
B12	Main subject of the news story: politics, polity, policy issue?	33	97/99	.65	.94	90.9	100.0	97.0	33	99/99	.76	.88	81.8	100.0	93.9	61	183/183	.96	.98	96.7	100.0	98.9
B13	Reference to politics issues?	33	8/99	.74	.96	93.9	100.0	98.0	33	53/99	.77	.88	81.8	100.0	93.9	61	102/183	.98	.99	98.4	100.0	99.5
B14	If yes: politics issue	4	8/12	.41	.50	25.0	100.0	75.0	19	53/57	.67	.72	63.2	89.5	84.2	34	102/102	.85	.86	79.4	100.0	93.1
	<i>Recoding: truncated (2 decimal digits)</i>	4	8/12	.33	.50	25.0	100.0	75.0	19	53/57	.78	.86	78.9	100.0	93.0	34	102/102	.95	.98	97.1	100.0	99.0
B15	Reference to polity issues?	33	1/99	.00	.98	97.0	100.0	99.0	33	0/99	-	1.0	100.0	100.0	100.0	61	7/183	.71	.98	96.7	100.0	98.9
B16	If yes: polity issue	1	1/3	.00	.33	0.0	100.0	66.7	0	0/0	-	-	-	-	-	3	7/9	.69	.78	66.7	100.0	88.9
	<i>Recoding: truncated (2 decimal digits)</i>	1	1/3	.00	.33	0.0	100.0	66.7	0	0/0	-	-	-	-	-	3	7/9	.69	.78	66.7	100.0	88.9
B17	Reference to policy issues?	33	93/99	.64	.94	90.9	100.0	97.0	33	56/99	.60	.77	69.7	90.9	86.9	61	87/183	.92	.96	93.4	100.0	97.8
B18	If yes: policy issue	32	93/96	.75	.77	68.8	93.8	87.5	24	56/72	.48	.51	29.2	95.8	75.0	31	87/93	.86	.87	80.6	100.0	93.5
	<i>Recoding: truncated (2 decimal digits)</i>	32	93/96	.93	.94	90.6	100.0	96.9	24	56/72	.58	.64	45.8	100.0	81.9	31	87/93	.89	.91	87.1	100.0	95.7
B19a	Welfare-state services	33	3/99	1.0	1.0	100.0	100.0	100.0	33	11/99	.27	.85	81.8	90.9	90.9	61	18/183	.50	.91	86.9	98.4	95.1
B19b	Fiscal policy	33	6/99	1.0	1.0	100.0	100.0	100.0	33	20/99	.42	.80	69.7	100.0	89.9	61	38/183	.91	.97	95.1	100.0	98.4
B19c	Accelerating the phasing-out of nuclear energy	33	5/99	.79	.98	97.0	100.0	99.0	33	0/99	-	1.0	100.0	100.0	100.0	61	4/183	.75	.99	98.4	100.0	99.5
B19d	Maintaining the actual phasing-out plan	33	1/99	.00	.98	97.0	100.0	99.0	33	0/99	-	1.0	100.0	100.0	100.0	61	18/183	.82	.97	95.1	100.0	98.4
B19e	Decelerating the phasing-out of nuclear energy	33	3/99	1.0	1.0	100.0	100.0	100.0	33	0/99	-	1.0	100.0	100.0	100.0	61	6/183	.66	.98	96.7	100.0	98.9
B19f	Revoking the phasing-out of nuclear energy	33	1/99	.00	.98	97.0	100.0	99.0	33	0/99	-	1.0	100.0	100.0	100.0	61	12/183	.73	.97	95.1	100.0	98.4

Var.	Name	Current test 1							Current test 2							Final test						
		n ¹	Cod. ²	α ³	Holsti	CA ⁴	MA ⁵	AA ⁶	n ¹	Cod. ²	α ³	Holsti	CA ⁴	MA ⁵	AA ⁶	n ¹	Cod. ²	α ³	Holsti	CA ⁴	MA ⁵	AA ⁶
B20a	Does the news story refer to the federal election 2009?	33	18/99	.87	.96	93.9	100.0	98.0	34	49/102	.84	.92	88.2	100.0	96.1	64	126/192	1.0	1.0	100.0	100.0	100.0
B20c	Explicit reference to TV debate	33	0/99	-	1.0	100.0	100.0	100.0	34	3/102	1.0	1.0	100.0	100.0	100.0	64	19/192	.94	.99	98.4	100.0	99.5
B20d	Explicit reference to survey results concerning the federal election 2009	33	3/99	1.0	1.0	100.0	100.0	100.0	34	16/102	.85	.96	94.1	100.0	98.0	64	20/192	.78	.96	93.8	100.0	97.9
B20e	Central event as cause of reporting	33	0/99	-	1.0	100.0	100.0	100.0	34	31/102	.76	.88	85.3	94.1	93.1	64	73/192	.97	.98	96.9	100.0	99.0
B21a	Angela Merkel: Chancellor	33	24/99	1.0	1.0	100.0	100.0	100.0	34	11/102	.71	.94	91.2	100.0	97.1	64	75/192	.91	.95	92.2	100.0	97.4
	<i>Recoding: without differentiation concerning the order</i>	33	24/99	1.0	1.0	100.0	100.0	100.0	34	11/102	.71	.94	91.2	100.0	97.1	64	75/192	.92	.96	93.8	100.0	97.9
	<i>Recoding: without differentiation sound bite/thematization</i>	33	24/99	1.0	1.0	100.0	100.0	100.0	34	11/102	.71	.94	91.2	100.0	97.1	64	75/192	.91	.95	92.2	100.0	97.4
B21b	Angela Merkel: Other roles	33	0/99	-	1.0	100.0	100.0	100.0	34	6/102	.47	.94	91.2	100.0	97.1	64	23/192	.71	.94	90.6	100.0	96.9
	<i>Recoding: without differentiation concerning the order</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	6/102	.47	.94	91.2	100.0	97.1	64	23/192	.71	.94	90.6	100.0	96.9
	<i>Recoding: without differentiation sound bite/thematization</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	6/102	.47	.94	91.2	100.0	97.1	64	23/192	.71	.94	90.6	100.0	96.9
a/b	<i>Recoding: without differentiation of the role</i>	33	24/99	1.0	1.0	100.0	100.0	100.0	34	16/102	.86	.96	94.1	100.0	98.0	64	84/192	.98	.99	98.4	100.0	99.5
B21c	Other politicians or boards CDU: Institutional (roles)	33	12/99	.73	.94	90.9	100.0	97.0	34	6/102	.65	.96	94.1	100.0	98.0	64	33/192	.71	.91	87.5	98.4	95.3
	<i>Recoding: without differentiation concerning the order</i>	33	12/99	.73	.94	90.9	100.0	97.0	34	6/102	.65	.96	94.1	100.0	98.0	64	33/192	.72	.92	87.5	100.0	95.8
	<i>Recoding: without differentiation sound bite/thematization</i>	33	12/99	.82	.96	93.9	100.0	98.0	34	6/102	.65	.96	94.1	100.0	98.0	64	33/192	.76	.93	89.1	100.0	96.4
B21d	Other politicians or boards CDU, CDU in general: Other (roles)	33	3/99	.32	.96	93.9	100.0	98.0	34	12/102	.72	.94	91.2	100.0	97.1	64	50/192	.87	.95	92.2	100.0	97.4
	<i>Recoding: without differentiation concerning the order</i>	33	3/99	.32	.96	93.9	100.0	98.0	34	12/102	.81	.96	94.1	100.0	98.0	64	50/192	.89	.96	93.8	100.0	97.9
	<i>Recoding: without differentiation sound bite/thematization</i>	33	3/99	.32	.96	93.9	100.0	98.0	34	12/102	.72	.94	91.2	100.0	97.1	64	50/192	.89	.96	93.8	100.0	97.9
c/d	<i>Recoding: without differentiation of the role</i>	33	14/99	.76	.94	90.9	100.0	97.0	34	17/102	.73	.92	88.2	100.0	96.1	64	60/192	.85	.93	89.1	100.0	96.4

Var.	Name	Current test 1							Current test 2							Final test						
		n ¹	Cod. ²	α ³	Holsti	CA ⁴	MA ⁵	AA ⁶	n ¹	Cod. ²	α ³	Holsti	CA ⁴	MA ⁵	AA ⁶	n ¹	Cod. ²	α ³	Holsti	CA ⁴	MA ⁵	AA ⁶
B21e	Karl-Theodor zu Guttenberg: Federal Minister of Economics and Technology	33	0/99	-	1.0	100.0	100.0	100.0	34	6/102	.83	.98	97.1	100.0	99.0	64	10/192	.90	.99	98.4	100.0	99.5
	<i>Recoding: without differentiation concerning the order</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	6/102	1.0	1.0	100.0	100.0	100.0	64	10/192	.90	.99	98.4	100.0	99.5
	<i>Recoding: without differentiation sound bite/thematization</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	6/102	.83	.98	97.1	100.0	99.0	64	10/192	.90	.99	98.4	100.0	99.5
B21f	Karl-Theodor zu Guttenberg: Other roles	33	0/99	-	1.0	100.0	100.0	100.0	34	0/102	-	1.0	100.0	100.0	100.0	64	1/192	.00	.99	98.4	100.0	99.5
	<i>Recoding: without differentiation concerning the order</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	0/102	-	1.0	100.0	100.0	100.0	64	1/192	.00	.99	98.4	100.0	99.5
	<i>Recoding: without differentiation sound bite/thematization</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	0/102	-	1.0	100.0	100.0	100.0	64	1/192	.00	.99	98.4	100.0	99.5
e/f	<i>Recoding: without differentiation of the role</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	6/102	.83	.98	97.1	100.0	99.0	64	11/192	.81	.98	96.9	100.0	99.0
B21g	Other politicians or boards CSU: Institutional (roles)	33	3/99	1.0	1.0	100.0	100.0	100.0	34	9/102	.64	.94	91.2	100.0	97.1	64	8/192	.74	.98	96.9	100.0	99.0
	<i>Recoding: without differentiation concerning the order</i>	33	3/99	1.0	1.0	100.0	100.0	100.0	34	9/102	.64	.94	91.2	100.0	97.1	64	8/192	.74	.98	96.9	100.0	99.0
	<i>Recoding: without differentiation sound bite/thematization</i>	33	3/99	1.0	1.0	100.0	100.0	100.0	34	9/102	.64	.94	91.2	100.0	97.1	64	8/192	.74	.98	96.9	100.0	99.0
B21h	Other politicians or boards CSU, CSU in general: Other (roles)	33	1/99	.00	.98	97.0	100.0	99.0	34	5/102	.07	.91	88.2	97.1	95.1	64	8/192	.74	.98	96.9	100.0	99.0
	<i>Recoding: without differentiation concerning the order</i>	33	1/99	.00	.98	97.0	100.0	99.0	34	5/102	.07	.91	88.2	97.1	95.1	64	8/192	.74	.98	96.9	100.0	99.0
	<i>Recoding: without differentiation sound bite/thematization</i>	33	1/99	.00	.98	97.0	100.0	99.0	34	5/102	.17	.92	88.2	100.0	96.1	64	8/192	.87	.99	98.4	100.0	99.5
g/h	<i>Recoding: without differentiation of the role</i>	33	4/99	.74	.98	97.0	100.0	99.0	34	12/102	1.0	1.0	100.0	100.0	100.0	64	15/192	.93	.99	98.4	100.0	99.5
B21i	CDU/CSU in general	33	9/99	.65	.94	90.9	100.0	97.0	34	26/102	.95	.98	97.1	100.0	99.0	64	70/192	.98	.99	98.4	100.0	99.5
	<i>Recoding: without differentiation concerning the order</i>	33	9/99	.88	.98	97.0	100.0	99.0	34	26/102	.95	.98	97.1	100.0	99.0	64	70/192	.98	.99	98.4	100.0	99.5
	<i>Recoding: without differentiation sound bite/thematization</i>	33	9/99	.76	.96	93.9	100.0	98.0	34	26/102	.95	.98	97.1	100.0	99.0	64	70/192	.98	.99	98.4	100.0	99.5

Var.	Name	Current test 1							Current test 2							Final test						
		n ¹	Cod. ²	α ³	Holsti	CA ⁴	MA ⁵	AA ⁶	n ¹	Cod. ²	α ³	Holsti	CA ⁴	MA ⁵	AA ⁶	n ¹	Cod. ²	α ³	Holsti	CA ⁴	MA ⁵	AA ⁶
B21j	Frank-Walter Steinmeier: Minister of Foreign Affairs	33	6/99	1.0	1.0	100.0	100.0	100.0	34	6/102	.57	.95	94.1	97.1	97.1	64	9/192	.77	.98	96.9	100.0	99.0
	<i>Recoding: without differentiation concerning the order</i>	33	6/99	1.0	1.0	100.0	100.0	100.0	34	6/102	.57	.95	94.1	97.1	97.1	64	9/192	.77	.98	96.9	100.0	99.0
	<i>Recoding: without differentiation sound bite/thematization</i>	33	6/99	1.0	1.0	100.0	100.0	100.0	34	6/102	.65	.96	94.1	100.0	98.0	64	9/192	.77	.98	96.9	100.0	99.0
B21k	Frank-Walter Steinmeier: Other roles	33	8/99	.73	.96	93.9	100.0	98.0	34	36/102	.96	.98	97.1	100.0	99.0	64	52/192	.88	.95	92.2	100.0	97.4
	<i>Recoding: without differentiation concerning the order</i>	33	8/99	.87	.98	97.0	100.0	99.0	34	36/102	1.0	1.0	100.0	100.0	100.0	64	52/192	.88	.95	92.2	100.0	97.4
	<i>Recoding: without differentiation sound bite/thematization</i>	33	8/99	.73	.96	93.9	100.0	98.0	34	36/102	.96	.98	97.1	100.0	99.0	64	52/192	.90	.96	93.8	100.0	97.9
<i>j/k</i>	<i>Recoding: without differentiation of the role</i>	33	12/99	.91	.98	97.0	100.0	99.0	34	39/102	.97	.98	97.1	100.0	99.0	64	57/192	.91	.96	93.8	100.0	97.9
B21l	Other politicians or boards SPD: Institutional (roles)	33	24/99	1.0	1.0	100.0	100.0	100.0	34	44/102	.90	.94	91.2	100.0	97.1	64	35/192	.87	.96	93.8	100.0	97.9
	<i>Recoding: without differentiation concerning the order</i>	33	24/99	1.0	1.0	100.0	100.0	100.0	34	44/102	.90	.94	91.2	100.0	97.1	64	35/192	.87	.96	93.8	100.0	97.9
	<i>Recoding: without differentiation sound bite/thematization</i>	33	24/99	1.0	1.0	100.0	100.0	100.0	34	44/102	.97	.98	97.1	100.0	99.0	64	35/192	.90	.97	95.3	100.0	98.4
B21m	Other politicians or boards SPD, SPD in general: Other (roles)	33	12/99	.96	.96	93.9	100.0	98.0	34	34/102	.73	.86	79.4	100.0	93.1	64	93/192	.89	.93	89.1	100.0	96.4
	<i>Recoding: without differentiation concerning the order</i>	33	12/99	.82	.96	93.9	100.0	98.0	34	34/102	.80	.90	85.3	100.0	95.1	64	93/192	.87	.93	89.1	100.0	96.4
	<i>Recoding: without differentiation sound bite/thematization</i>	33	12/99	.81	.96	93.9	100.0	98.0	34	34/102	.80	.90	85.3	100.0	95.1	64	93/192	.90	.94	90.6	100.0	96.9
<i>l/m</i>	<i>Recoding: without differentiation of the role</i>	33	29/99	.96	.98	97.0	100.0	99.0	34	55/102	.86	.90	85.3	100.0	95.1	64	116/192	.88	.92	87.5	100.0	95.8
B21n	Federal government in general	33	24/99	.80	.92	87.9	100.0	96.0	34	22/102	.73	.90	85.3	100.0	95.1	64	55/192	.85	.93	90.6	98.4	96.4
	<i>Recoding: without differentiation concerning the order</i>	33	24/99	.78	.92	87.9	100.0	96.0	34	22/102	.71	.90	85.3	100.0	95.1	64	55/192	.87	.95	92.2	100.0	97.4
	<i>Recoding: without differentiation sound bite/thematization</i>	33	24/99	.80	.92	87.9	100.0	96.0	34	22/102	.73	.90	85.3	100.0	95.1	64	55/192	.87	.94	92.2	98.4	96.9

Var.	Name	Current test 1							Current test 2							Final test						
		n ¹	Cod. ²	α ³	Holsti	CA ⁴	MA ⁵	AA ⁶	n ¹	Cod. ²	α ³	Holsti	CA ⁴	MA ⁵	AA ⁶	n ¹	Cod. ²	α ³	Holsti	CA ⁴	MA ⁵	AA ⁶
B21o	Guido Westerwelle: Leader of parliamentary party group	33	0/99	-	1.0	100.0	100.0	100.0	34	0/102	-	1.0	100.0	100.0	100.0	64	2/192	.00	.98	96.9	100.0	99.0
	<i>Recoding: without differentiation concerning the order</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	0/102	-	1.0	100.0	100.0	100.0	64	2/192	.00	.98	96.9	100.0	99.0
	<i>Recoding: without differentiation sound bite/thematization</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	0/102	-	1.0	100.0	100.0	100.0	64	2/192	.00	.98	96.9	100.0	99.0
B21p	Guido Westerwelle: Other roles	33	0/99	-	1.0	100.0	100.0	100.0	34	2/102	.50	.98	97.1	100.0	99.0	64	20/192	.83	.97	95.3	100.0	98.4
	<i>Recoding: without differentiation concerning the order</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	2/102	.50	.98	97.1	100.0	99.0	64	20/192	.83	.97	95.3	100.0	98.4
	<i>Recoding: without differentiation sound bite/thematization</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	2/102	.50	.98	97.1	100.0	99.0	64	20/192	.83	.97	95.3	100.0	98.4
<i>o/p</i>	<i>Recoding: without differentiation of the role</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	2/102	.50	.98	97.1	100.0	99.0	64	22/192	.90	.98	96.9	100.0	99.0
B21q	Other politicians or boards FDP: Institutional (roles)	33	0/99	-	1.0	100.0	100.0	100.0	34	2/102	.49	.98	97.1	100.0	99.0	64	1/192	.00	.99	98.4	100.0	99.5
	<i>Recoding: without differentiation concerning the order</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	2/102	.49	.98	97.1	100.0	99.0	64	1/192	.00	.99	98.4	100.0	99.5
	<i>Recoding: without differentiation sound bite/thematization</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	2/102	.49	.98	97.1	100.0	99.0	64	1/192	.00	.99	98.4	100.0	99.5
B21r	Other politicians or boards FDP, FDP in general: Other (roles)	33	6/99	1.0	1.0	100.0	100.0	100.0	34	11/102	.80	.96	94.1	100.0	98.0	64	70/192	.94	.97	95.3	100.0	98.4
	<i>Recoding: without differentiation concerning the order</i>	33	6/99	1.0	1.0	100.0	100.0	100.0	34	11/102	.80	.96	94.1	100.0	98.0	64	70/192	.94	.97	95.3	100.0	98.4
	<i>Recoding: without differentiation sound bite/thematization</i>	33	6/99	1.0	1.0	100.0	100.0	100.0	34	11/102	.80	.96	94.1	100.0	98.0	64	70/192	.96	.98	96.9	100.0	99.0
<i>q/r</i>	<i>Recoding: without differentiation of the role</i>	33	6/99	1.0	1.0	100.0	100.0	100.0	34	13/102	.91	.98	97.1	100.0	99.0	64	70/192	.94	.97	95.3	100.0	98.4
B21s	Renate Künast: Leader of parliamentary party group	33	0/99	-	1.0	100.0	100.0	100.0	34	0/102	-	1.0	100.0	100.0	100.0	64	0/192	-	1.0	100.0	100.0	100.0
	<i>Recoding: without differentiation concerning the order</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	0/102	-	1.0	100.0	100.0	100.0	64	0/192	-	1.0	100.0	100.0	100.0
	<i>Recoding: without differentiation sound bite/thematization</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	0/102	-	1.0	100.0	100.0	100.0	64	0/192	-	1.0	100.0	100.0	100.0

Var.	Name	Current test 1							Current test 2							Final test						
		n ¹	Cod. ²	α^3	Holsti	CA ⁴	MA ⁵	AA ⁶	n ¹	Cod. ²	α^3	Holsti	CA ⁴	MA ⁵	AA ⁶	n ¹	Cod. ²	α^3	Holsti	CA ⁴	MA ⁵	AA ⁶
B21t	Renate Künast: Other roles	33	0/99	-	1.0	100.0	100.0	100.0	34	0/102	-	1.0	100.0	100.0	100.0	64	19/192	.88	.98	96.9	100.0	99.0
	<i>Recoding: without differentiation concerning the order</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	0/102	-	1.0	100.0	100.0	100.0	64	19/192	.88	.98	96.9	100.0	99.0
	<i>Recoding: without differentiation sound bite/thematization</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	0/102	-	1.0	100.0	100.0	100.0	64	19/192	.88	.98	96.9	100.0	99.0
s/t	<i>Recoding: without differentiation of the role</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	0/102	-	1.0	100.0	100.0	100.0	64	19/192	.88	.98	96.9	100.0	99.0
B21u	Other politicians or boards Bündnis 90/Die Grünen: Institutional (roles)	33	3/99	1.0	1.0	100.0	100.0	100.0	34	3/102	.32	.96	94.1	100.0	98.0	64	6/192	.15	.95	92.2	100.0	97.4
	<i>Recoding: without differentiation concerning the order</i>	33	3/99	1.0	1.0	100.0	100.0	100.0	34	3/102	.32	.96	94.1	100.0	98.0	64	6/192	.15	.95	92.2	100.0	97.4
	<i>Recoding: without differentiation sound bite/thematization</i>	33	3/99	1.0	1.0	100.0	100.0	100.0	34	3/102	.32	.96	94.1	100.0	98.0	64	6/192	.14	.95	92.2	100.0	97.4
B21v	Other politicians or boards Bündnis 90/Die Grünen, Bündnis 90/Die Grünen in general: Other (roles)	33	6/99	1.0	1.0	100.0	100.0	100.0	34	15/102	.85	.96	94.1	100.0	98.0	64	70/192	.90	.95	92.2	100.0	97.4
	<i>Recoding: without differentiation concerning the order</i>	33	6/99	1.0	1.0	100.0	100.0	100.0	34	15/102	.85	.96	94.1	100.0	98.0	64	70/192	.92	.96	93.8	100.0	97.9
	<i>Recoding: without differentiation sound bite/thematization</i>	33	6/99	1.0	1.0	100.0	100.0	100.0	34	15/102	.85	.96	94.1	100.0	98.0	64	70/192	.94	.97	95.3	100.0	98.4
u/v	<i>Recoding: without differentiation of the role</i>	33	6/99	1.0	1.0	100.0	100.0	100.0	34	18/102	1.0	1.0	100.0	100.0	100.0	64	70/192	.90	.94	92.2	98.4	96.9
B21w	Oskar Lafontaine: Leader of parliamentary party group	33	0/99	-	1.0	100.0	100.0	100.0	34	0/102	-	1.0	100.0	100.0	100.0	64	0/192	-	1.0	100.0	100.0	100.0
	<i>Recoding: without differentiation concerning the order</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	0/102	-	1.0	100.0	100.0	100.0	64	0/192	-	1.0	100.0	100.0	100.0
	<i>Recoding: without differentiation sound bite/thematization</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	0/102	-	1.0	100.0	100.0	100.0	64	0/192	-	1.0	100.0	100.0	100.0
B21x	Oskar Lafontaine: Other roles	33	0/99	-	1.0	100.0	100.0	100.0	34	0/102	-	1.0	100.0	100.0	100.0	64	9/192	1.0	1.0	100.0	100.0	100.0
	<i>Recoding: without differentiation concerning the order</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	0/102	-	1.0	100.0	100.0	100.0	64	9/192	1.0	1.0	100.0	100.0	100.0
	<i>Recoding: without differentiation sound bite/thematization</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	0/102	-	1.0	100.0	100.0	100.0	64	9/192	1.0	1.0	100.0	100.0	100.0
w/x	<i>Recoding: without differentiation of the role</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	0/102	-	1.0	100.0	100.0	100.0	64	9/192	1.0	1.0	100.0	100.0	100.0

Var.	Name	Current test 1							Current test 2							Final test						
		n ¹	Cod. ²	α^3	Holsti	CA ⁴	MA ⁵	AA ⁶	n ¹	Cod. ²	α^3	Holsti	CA ⁴	MA ⁵	AA ⁶	n ¹	Cod. ²	α^3	Holsti	CA ⁴	MA ⁵	AA ⁶
B21y	Other politicians or boards Die Linke: Institutional roles	33	0/99	-	1.0	100.0	100.0	100.0	34	2/102	.50	.98	97.1	100.0	99.0	64	6/192	.66	.98	96.9	100.0	99.0
	<i>Recoding: without differentiation concerning the order</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	2/102	.50	.98	97.1	100.0	99.0	64	6/192	.66	.98	96.9	100.0	99.0
	<i>Recoding: without differentiation sound bite/thematization</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	2/102	.50	.98	97.1	100.0	99.0	64	6/192	.66	.98	96.9	100.0	99.0
B21z	Other politicians or boards Die Linke, Die Linke in general: Other (roles)	33	3/99	1.0	1.0	100.0	100.0	100.0	34	4/102	.74	.98	97.1	100.0	99.0	64	49/192	.83	.93	89.1	100.0	96.4
	<i>Recoding: without differentiation concerning the order</i>	33	3/99	1.0	1.0	100.0	100.0	100.0	34	4/102	.74	.98	97.1	100.0	99.0	64	49/192	.87	.95	92.2	100.0	97.4
	<i>Recoding: without differentiation sound bite/thematization</i>	33	3/99	1.0	1.0	100.0	100.0	100.0	34	4/102	.74	.98	97.1	100.0	99.0	64	49/192	.87	.95	92.2	100.0	97.4
y/z	<i>Recoding: without differentiation of the role</i>	33	3/99	1.0	1.0	100.0	100.0	100.0	34	6/102	1.0	1.0	100.0	100.0	100.0	64	52/192	.86	.94	90.6	100.0	96.9
B22a	Angela Merkel	33	21/99	1.0	1.0	100.0	100.0	100.0	34	12/102	.60	.91	88.2	97.1	95.1	64	60/192	.70	.85	79.7	95.3	91.7
	<i>Recoding: three point scale</i>	33	21/99	1.0	1.0	100.0	100.0	100.0	34	12/102	.60	.91	88.2	97.1	95.1	64	60/192	.74	.87	81.3	98.4	93.2
B22b	CDU	33	12/99	.72	.94	90.9	100.0	97.0	34	22/102	.63	.86	82.4	94.1	92.2	64	54/192	.58	.81	73.4	95.3	89.6
	<i>Recoding: three point scale</i>	33	12/99	.72	.94	90.9	100.0	97.0	34	22/102	.68	.88	85.3	94.1	93.1	64	54/192	.60	.82	75.0	95.3	90.1
B22c	Karl-Theodor zu Guttenberg	33	0/99	-	1.0	100.0	100.0	100.0	34	6/102	1.0	1.0	100.0	100.0	100.0	64	7/192	.85	.99	98.4	100.0	99.5
	<i>Recoding: three point scale</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	6/102	1.0	1.0	100.0	100.0	100.0	64	7/192	.85	.99	98.4	100.0	99.5
B22d	CSU	33	9/99	.88	.98	97.0	100.0	99.0	34	25/102	.64	.85	79.4	97.1	92.2	64	37/192	.64	.88	82.8	98.4	93.8
	<i>Recoding: three point scale</i>	33	9/99	.88	.98	97.0	100.0	99.0	34	25/102	.69	.87	82.4	97.1	93.1	64	37/192	.67	.89	84.4	98.4	94.3
B22e	Frank-Walter Steinmeier	33	9/99	1.0	1.0	100.0	100.0	100.0	34	36/102	.57	.77	70.6	88.2	86.3	64	25/192	.65	.92	89.1	96.9	95.3
	<i>Recoding: three point scale</i>	33	9/99	1.0	1.0	100.0	100.0	100.0	34	36/102	.60	.78	73.5	88.2	87.3	64	25/192	.67	.92	89.1	98.4	95.8
B22f	SPD	33	12/99	.72	.94	90.9	100.0	97.0	34	32/102	.45	.73	64.7	88.2	84.3	64	63/192	.60	.80	71.9	95.3	89.1
	<i>Recoding: three point scale</i>	33	12/99	.72	.94	90.9	100.0	97.0	34	32/102	.47	.74	64.7	91.2	85.3	64	63/192	.61	.81	73.4	95.3	89.6
B22g	Guido Westerwelle	33	0/99	-	1.0	100.0	100.0	100.0	34	3/102	1.0	1.0	100.0	100.0	100.0	64	8/192	.74	.98	96.9	100.0	99.0
	<i>Recoding: three point scale</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	3/102	1.0	1.0	100.0	100.0	100.0	64	8/192	.74	.98	96.9	100.0	99.0

Var.	Name	Current test 1						Current test 2						Final test								
		n ¹	Cod. ²	α^3	Holsti	CA ⁴	MA ⁵	AA ⁶	n ¹	Cod. ²	α^3	Holsti	CA ⁴	MA ⁵	AA ⁶	n ¹	Cod. ²	α^3	Holsti	CA ⁴	MA ⁵	AA ⁶
B22h	FDP <i>Recoding: three point scale</i>	33	5/99	.69	.97	97.0	97.0	98.0	34	1/102	.00	.98	97.1	100.0	99.0	64	21/192	.39	.88	85.9	90.6	92.2
		33	5/99	.69	.97	97.0	97.0	98.0	34	1/102	.00	.98	97.1	100.0	99.0	64	21/192	.46	.89	87.5	92.2	93.2
B22i	Renate Künast <i>Recoding: three point scale</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	0/102	-	1.0	100.0	100.0	100.0	64	5/192	.69	.98	98.4	98.4	99.0
		33	0/99	-	1.0	100.0	100.0	100.0	34	0/102	-	1.0	100.0	100.0	100.0	64	5/192	.69	.98	98.4	98.4	99.0
B22j	Bündnis 90/Die Grünen <i>Recoding: three point scale</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	9/102	.76	.96	94.1	100.0	98.0	64	32/192	.67	.90	87.5	95.3	94.3
		33	0/99	-	1.0	100.0	100.0	100.0	34	9/102	.76	.96	94.1	100.0	98.0	64	32/192	.72	.92	87.5	100.0	95.8
B22k	Oskar Lafontaine <i>Recoding: three point scale</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	0/102	-	1.0	100.0	100.0	100.0	64	5/192	.49	.97	96.9	98.4	98.4
		33	0/99	-	1.0	100.0	100.0	100.0	34	0/102	-	1.0	100.0	100.0	100.0	64	5/192	.49	.97	96.9	98.4	98.4
B22l	Die Linke <i>Recoding: three point scale</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	0/102	-	1.0	100.0	100.0	100.0	64	18/192	.50	.91	89.1	95.3	94.8
		33	0/99	-	1.0	100.0	100.0	100.0	34	0/102	-	1.0	100.0	100.0	100.0	64	18/192	.50	.91	89.1	95.3	94.8
B22m	Coalition CDU/CSU/FDP <i>Recoding: three point scale</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	0/102	-	1.0	100.0	100.0	100.0	64	30/192	.63	.90	85.9	96.9	94.3
		33	0/99	-	1.0	100.0	100.0	100.0	34	0/102	-	1.0	100.0	100.0	100.0	64	30/192	.74	.93	90.6	96.9	95.8
B22n	Grand coalition, Federal Government <i>Recoding: three point scale</i>	33	21/99	.57	.85	78.8	97.0	91.9	34	18/102	.62	.88	82.4	100.0	94.1	64	31/192	.78	.94	90.6	100.0	96.9
		33	21/99	.57	.85	78.8	97.0	91.9	34	18/102	.68	.90	85.3	100.0	95.1	64	31/192	.78	.94	90.6	100.0	96.9
B22o	Coalition SPD/Grüne <i>Recoding: three point scale</i>	33	0/99	-	1.0	100.0	100.0	100.0	34	0/102	-	1.0	100.0	100.0	100.0	64	0/192	-	1.0	100.0	100.0	100.0
		33	0/99	-	1.0	100.0	100.0	100.0	34	0/102	-	1.0	100.0	100.0	100.0	64	0/192	-	1.0	100.0	100.0	100.0

1 Number of cases.

2 Number of coding non-zero / Overall number of coding (3 coders).

3 Krippendorff's Alpha.

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

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

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

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

	Current Test 1				Current Test 2				Final test			
	cases	CA ¹	MA ²	AA ³	cases	CA ¹	MA ²	AA ³	cases	CA ¹	MA ²	AA ³
Formation of statement	40	90.0	97.5	96.7	43	93.0	97.7	97.7	180	93.3	97.2	97.8

- 1 Percentage of recording units coded identically by all three coders participating in the test.
- 2 Percentage of recording units coded identically by more than the majority of coders participating in the test.
- 3 Percentage of coders having coded the respective recording unit identically.

Coding of variables of statement analysis (coder group 3)

Var.	Name	Current test 1							Current test 2							Final test						
		n ¹	Cod. ²	α ³	Holsti	CA ⁴	MA ⁵	AA ⁶	n ¹	Cod. ²	α ³	Holsti	CA ⁴	MA ⁵	AA ⁶	n ¹	Cod. ²	α ³	Holsti	CA ⁴	MA ⁵	AA ⁶
S10	Statement's subject	31	93/93	.95	.96	93.5	100.0	97.8	39	117/117	.96	.97	94.9	100.0	98.3	103	309/309	.97	.97	95.1	100.0	98.4
	<i>Recoding: truncated (3 decimal digits)</i>	31	93/93	.95	.96	93.5	100.0	97.8	39	117/117	.96	.97	94.9	100.0	98.3	103	309/309	.97	.97	95.1	100.0	98.4
	<i>Recoding: truncated (2 decimal digits)</i>	31	93/93	.95	.96	93.5	100.0	97.8	39	117/117	.98	.98	97.4	100.0	99.1	103	309/309	.97	.97	95.1	100.0	98.4
S11	Object of evaluation	31	93/93	.94	.96	93.5	100.0	97.8	39	117/117	.96	.97	94.9	100.0	98.3	103	309/309	.95	.96	93.2	100.0	97.7
S12	Tendency of evaluation	31	93/93	1.0	1.0	100.0	100.0	100.0	39	117/117	.93	.97	94.9	100.0	98.3	103	309/309	1.0	1.0	100.0	100.0	100.0
S13	Policy reference point	31	93/93	.89	.94	90.3	100.0	96.8	39	117/117	.97	.98	97.4	100.0	99.1	103	309/309	.92	.96	93.2	100.0	97.7
S14	If specific policy competence: policy issue?	5	13/15	.66	.73	60.0	100.0	86.7	15	43/45	.85	.91	86.7	100.0	95.6	32	92/96	.84	.87	81.3	96.9	92.7
S20	Statement's subject	4	12/12	1.0	1.0	100.0	100.0	100.0	1	3/3	-	1.0	100.0	100.0	100.0	52	156/156	.97	.97	96.2	100.0	98.7
	<i>Recoding: truncated (2 decimal digits)</i>	4	12/12	1.0	1.0	100.0	100.0	100.0	1	3/3	-	1.0	100.0	100.0	100.0	52	156/156	.94	.97	96.2	100.0	98.7
S21	Statement's object	4	12/12	1.0	1.0	100.0	100.0	100.0	1	3/3	-	1.0	100.0	100.0	100.0	52	156/156	.99	.99	98.1	100.0	99.4
S22	Assessment of electoral chances – static	4	12/12	1.0	1.0	100.0	100.0	100.0	1	3/3	-	1.0	100.0	100.0	100.0	52	77/156	.94	.96	94.2	100.0	98.1
	<i>Recoding: Occurrence vs. non-occurrence</i>	4	12/12	1.0	1.0	100.0	100.0	100.0	1	3/3	-	1.0	100.0	100.0	100.0	52	77/156	.92	.96	94.2	100.0	98.1
S23	Assessment of electoral chances – dynamic	4	0/12	-	1.0	100.0	100.0	100.0	1	0/3	-	1.0	100.0	100.0	100.0	52	79/156	.94	.96	94.2	100.0	98.1
	<i>Recoding: Occurrence vs. non-occurrence</i>	4	0/12	-	1.0	100.0	100.0	100.0	1	0/3	-	1.0	100.0	100.0	100.0	52	79/156	.92	.96	94.2	100.0	98.1
S24	Explication of the electoral chance	4	12/12	.69	.83	75.0	100.0	91.7	1	3/3	-	1.0	100.0	100.0	100.0	52	90/156	.90	.92	88.5	100.0	96.2
S25	Reference to survey results	4	4/12	.66	.83	75.0	100.0	91.7	1	3/3	-	1.0	100.0	100.0	100.0	52	117/156	.90	.96	94.2	100.0	98.1

Var.	Name	Current test 1							Current test 2							Final test						
		n ¹	Cod. ²	α^3	Holsti	CA ⁴	MA ⁵	AA ⁶	n ¹	Cod. ²	α^3	Holsti	CA ⁴	MA ⁵	AA ⁶	n ¹	Cod. ²	α^3	Holsti	CA ⁴	MA ⁵	AA ⁶
S30	Statement's subject	1	3/3	1.0	1.0	100.0	100.0	100.0	0	-	-	-	-	-	-	13	39/39	1.0	1.0	100.0	100.0	100.0
S31	Possible coalition constellations	1	3/3	1.0	1.0	100.0	100.0	100.0	0	-	-	-	-	-	-	13	39/39	.87	.90	84.6	100.0	94.9
S32	Coalition statement	1	3/3	1.0	1.0	100.0	100.0	100.0	0	-	-	-	-	-	-	13	39/39	.75	.85	76.9	100.0	92.3
	<i>Recoding: 1=1; 2.3=2; 4=3</i>	1	3/3	1.0	1.0	100.0	100.0	100.0	0	-	-	-	-	-	-	13	39/39	.75	.85	76.9	100.0	92.3
	<i>Recoding: 1.2=1; 3.4=2</i>	1	3/3	1.0	1.0	100.0	100.0	100.0	0	-	-	-	-	-	-	13	39/39	1.0	1.0	100.0	100.0	100.0

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

3 Plan of variables

1. Analysis of the news casts

Formal data

ID_sdg	ID of the news cast
V01	Title of the news cast/numeric
V02	Title of the news cast/alphanumeric
V03	Year
V04	Month
V05	Day
[V06	Beginning of the news cast]
V06h	Hour
V06m	Minute
V06s	Second
[V07	End of the news cast]
V07h	Hour
V07m	Minute
V07s	Second
V08	Duration of the news cast
coder_s	Coder of the variables for the news cast and the constitution of news stories (group 1)

2. Analysis of news stories

Formal data

ID_bei	ID of the news story
B01	Current number of the news story in the respective news cast
[B02	Beginning of the news story]
B02h	Hour
B02m	Minute
B02s	Second
[B03	End of the news story]
B03h	Hour
B03m	Minute
B03s	Second
B04	Duration of the news story in seconds
B05	1st filter variable analysis of news stories: Is the news story thematically classifiable?
B06	Announcement of the news story
B07	Journalistic form of presentation
B08	Main subject of the news story: alphanumeric
coder_b	Coder of the thematization analysis and the coder ranking (group 2)

Thematization analysis (1): Economic situation

B09 2nd filter variable: Does the news story refer to the evaluation of the economic situation/development in Germany?

Filter variables politics

B10 3rd filter variable analysis of news stories: Does the news story refer to German federal politics?

B11 4th filter variable analysis of news stories: If no politics: Reference to German (federal) political actors (codes 1000-1400)?

Thematization analysis (2): Politics, polity and policy issues

B12 Main subject of the news story: politics, polity, policy issue?

B13 Reference to politics issues?

B14 If yes: politics issue

B15 Reference to polity issues?

B16 If yes: polity issue

B17 Reference to policy issues?

B18 If yes: policy issue

Thematization analysis (3): Policy positions

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

B19a Welfare-state services

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

B19b Fiscal policy

(3c-f) Thematization of positions in the debate about phasing out of nuclear energy

B19c Accelerating the phasing-out of nuclear energy

B19d Maintaining the actual phasing-out plans

B19e Decelerating the phasing-out of nuclear energy

B19f Revoking the phasing-out of nuclear energy

Thematization analysis (4): Reference points of the news story

B20a Does the news story refer to the federal election 2009?

B20b Explicit reference to the TV debate

B20c Explicit reference to survey results concerning the federal election 2009

B20d Central event as cause of reporting

Thematization analysis (5): German political actors

B21a Angela Merkel: Chancellor

B21b Angela Merkel: Other roles

B21c Other politicians or boards CDU: Institutional (roles)

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

B21e Karl-Theodor zu Guttenberg: Federal Minister of Economics and Technology

B21f Karl-Theodor zu Guttenberg: Other roles

B21g Other politicians or boards CSU: Institutional (roles)

B21h Other politicians or boards CSU, CSU in general: Other (roles)

B21i CDU/CSU in general

B21j	Frank-Walter Steinmeier: Minister of Foreign Affairs
B21k	Frank-Walter Steinmeier: Other roles
B21l	Other politicians or boards SPD: Institutional (roles)
B21m	Other politicians or boards SPD, SPD in general: Other (roles)
B21n	Federal government in general
B21o	Guido Westerwelle: Leader of parliamentary party group
B21p	Guido Westerwelle: Other roles
B21q	Other politicians or boards FDP: Institutional (roles)
B21r	Other politicians or boards FDP, FDP in general: Other (roles)
B21s	Renate Künast: Leader of parliamentary party group
B21t	Renate Künast: Other roles
B21u	Other politicians or boards Bündnis 90/Die Grünen: Institutional (roles)
B21v	Other politicians or boards Bündnis 90/Die Grünen, Bündnis 90/Die Grünen in general: Other (roles)
B21w	Oskar Lafontaine: Leader of parliamentary party group
B21x	Oskar Lafontaine: Other roles
B21y	Other politicians or boards Die Linke: Institutional roles
B21z	Other politicians or boards Die Linke, Die Linke in general: Other (roles)

Coder rating: Overall tone of the news story

B22a	Angela Merkel
B22b	CDU
B22c	Karl-Theodor zu Guttenberg
B22d	CSU
B22e	Frank-Walter Steinmeier
B22f	SPD
B22g	Guido Westerwelle
B22h	FDP
B22i	Renate Künast
B22j	Bündnis 90/Die Grünen
B22k	Oskar Lafontaine
B22l	Die Linke
B22m	Coalition CDU/CSU and FDP
B22n	Grand coalition (CDU/CSU and SPD), federal government
B22o	Coalition SPD and Bündnis 90/Die Grünen

3. Statement's analysis

Formal data

coder_a	coder of the statement's analysis (group 3)
ID_aus	ID of statement
S01	Current statement's number per news story
S02	Central filter of statement's 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?

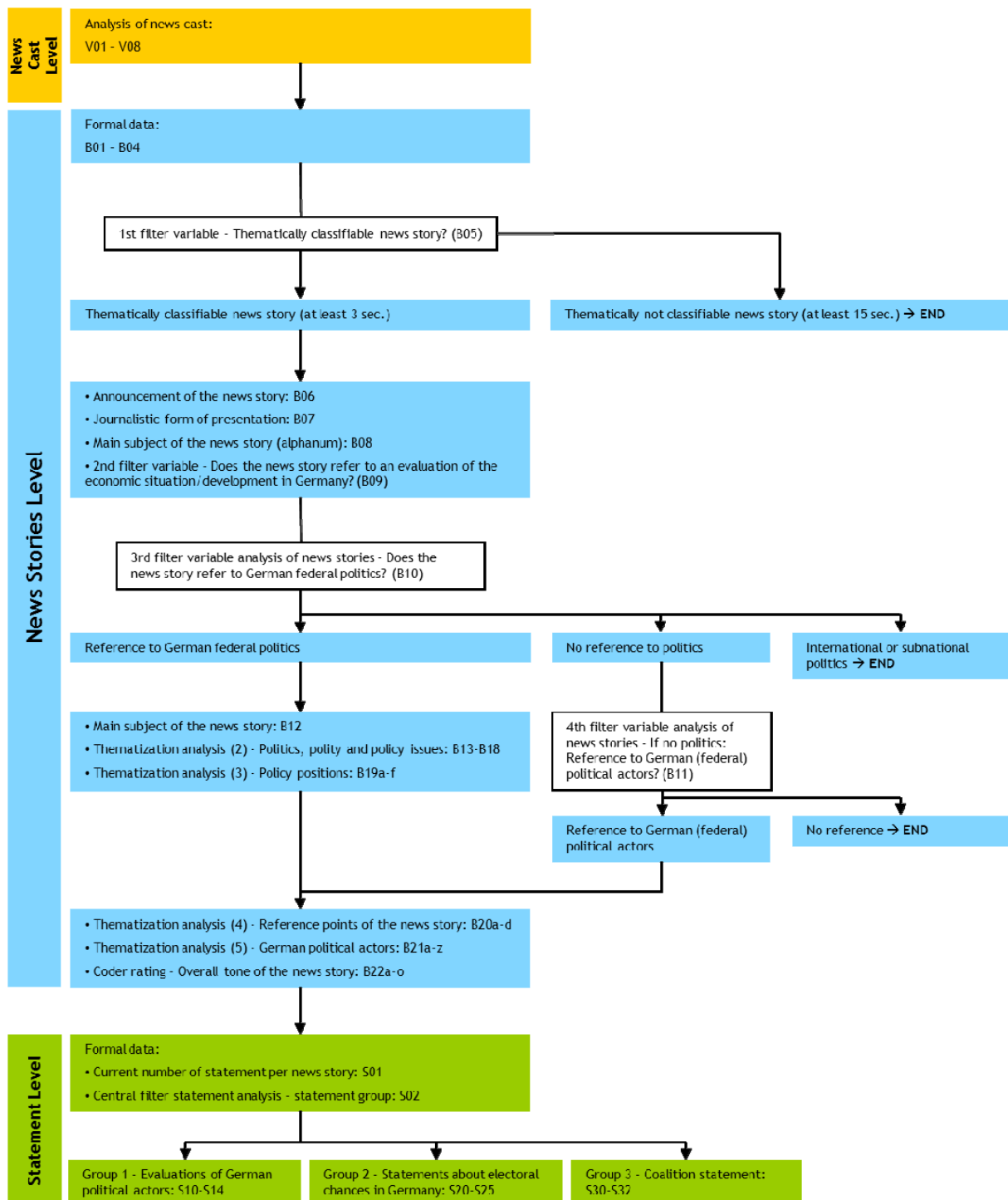
Statement group 2: Statements about electoral chances in Germany

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



5 Code plan

1. Analysis of the news cast

Group 1

Formal Data

ID_sdg	ID of the news cast = V01. V03. V04. V05
V01	Title of the news cast/numeric
11	<i>ARD/Das Erste</i> Tagesschau
21	<i>ZDF</i> heute
31	<i>RTL</i> RTL aktuell
41	<i>Sat.1</i> Sat.1 Nachrichten
V02	Title of the news cast/alphanumeric
V03	Year
09	2009
V04	Month
06	June
07	July
08	August
09	September
V05	Day
01	
...	
31	
[V06	Beginning of the news cast]
V06h	Hour
V06m	Minute
V06s	Second
[V07	End of the news cast]
V07h	Hour
V07m	Minute
V07s	Second
V08	Duration of the news cast

coder_s	Coder of the variables of the news cast and the constitution of the news stories (group 1)
5	J.H.
8	J.Z.

2. Analysis of news stories

Formal data

ID_bei	ID of the news story = ID_sdg, B01
B01	Current number of news story per news cast
[B02	Beginning of the news story]
B02h	Hour
B02m	Minute
B02s	Second
[B03	End of the news story]
B03h	Hour
B03m	Minute
B03s	Second
B04	Duration of the news story in seconds
B05	1st filter variable analysis of news stories: <i>Thematically classifiable news story?</i>
1	Thematically classifiable news story (at least 3 sec.)
2	Thematically not classifiable news story (at least 15 sec.)
	⇒ End
B06	Announcement of the news story
0	News story was not announced
1	News story was announced
B07	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
B08	Main subject of the news story: alphanumeric

B17	Reference to policy issues?	
0	No	⇒ Continue with B19a
1	Main aspect	⇒ Continue with B18
2	Secondary aspect	⇒ Continue with B18
B18	If yes: policy issue	
3000-4500	policy issue according to list 1	

Thematization analysis (3): Policy positions

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

B19a	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

B19b	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

(3c-f) Thematization of positions in the debate about phasing-out of nuclear energy

B19c	Accelerating the phasing-out of nuclear energy
B19d	Maintaining the actual phasing-out plan
B19e	Decelerating the phasing-out of nuclear energy
B19f	Revoking the phasing-out of nuclear energy

For the variables B19c-f the following codes are applicable:

0	Position is not thematized
1	Position is thematized

Thematization analysis (4): Reference points of the news story

B20a	Does the news story refer to the Federal election 2009? (Including the Federal election campaign, cf. list 1: codes 1200-1460)
0	No
1	Yes
B20b	Explicit reference to the TV debate
0	No
1	Yes
B20c	Explicit reference to survey results concerning the Federal election 2009
0	No
1	Yes
B20d	Central event as cause of reporting
00	Event is not included in list 3
01-36	Event is included in list 3

Thematization analysis (5): German political actors

B21a	Angela Merkel: Chancellor
B21b	Angela Merkel: Other roles
B21c	Other politicians or boards CDU: Institutional (roles)
B21d	Other politicians or boards CDU, CDU in general: Other (roles)
B21e	Karl-Theodor zu Guttenberg: Federal Minister of Economics and Technology
B21f	Karl-Theodor zu Guttenberg: Other roles
B21g	Other politicians or boards CSU: Institutional (roles)
B21h	Other politicians or boards CSU, CSU in general: Other (roles)
B21i	CDU/CSU in general
B21j	Frank-Walter Steinmeier: Minister of Foreign Affairs
B21k	Frank-Walter Steinmeier: Other roles
B21l	Other politicians or boards SPD: Institutional (roles)
B21m	Other politicians or boards SPD, SPD in general: Other (roles)
B21n	Federal Government in general
B21o	Guido Westerwelle: Leader of parliamentary party group
B21p	Guido Westerwelle: Other roles
B21q	Other politicians or boards FDP: Institutional (roles)
B21r	Other politicians or boards FDP, FDP in general: Other (roles)
B21s	Renate Künast: Leader of parliamentary party group
B21t	Renate Künast: Other roles
B21u	Other politicians or boards Bündnis 90/Die Grünen: Institutional (roles)
B21v	Other politicians or boards Bündnis 90/Die Grünen, Bündnis 90/Die Grünen in general: Other (roles)
B21w	Oskar Lafontaine: Leader of parliamentary party group
B21x	Oskar Lafontaine: Other roles
B21y	Other politicians or boards Die Linke: Institutional roles
B21z	Other politicians or boards Die Linke, Die Linke in general: Other (roles)

For the variables B21a-z the following codes are applicable:

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

Coder rating: Overall tone of the news story

B22a	Angela Merkel
B22b	CDU
B22c	Karl-Theodor zu Guttenberg
B22d	CSU
B22e	Frank-Walter Steinmeier
B22f	SPD
B22g	Guido Westerwelle
B22h	FDP
B22i	Renate Künast
B22j	Bündnis 90/Die Grünen
B22k	Oskar Lafontaine
B22l	Die Linke
B22m	Coalition CDU/CSU and FDP
B22n	Grand coalition (CDU/CSU and SPD), federal government
B22o	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

3. Statement analysis

Group 3

Formal data

coder_a coder of the statement analysis (group 3)

3	C.S.
4	H.T.
7	U.W.

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	
nenn	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	Defence	
34	Internal security	
35	Infrastructure	
36	Environment	
37	Social policy	
38	Labour 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
	<i>Chancellor candidates</i>
11	Angela Merkel
12	Frank-Walter Steinmeier
	<i>Parties</i>
21	CDU/CSU
22	SPD
23	Bündnis 90/Die Grünen
24	FDP
25	Die Linke
29	Other parties
	<i>Coalitions</i>
31	Coalition CDU/CSU and FDP
32	Grand coalition (CDU/CSU and SPD)
33	Coalition SPD and Bündnis 90/Die Grünen
34	Social liberal coalition (SPD and FDP)
35	Coalition SPD, Bündnis 90/Die Grünen and Die Linke
36	Coalition SPD, FDP and Bündnis 90/Die Grünen
37	Coalition CDU/CSU, FDP and Bündnis 90/Die Grünen
38	Coalition CDU/CSU and Bündnis 90/Die Grünen
39	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

- 00 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
- 9 (Actor of) Other parties

S31 Possible coalition constellations

- 1 Coalition CDU/CSU and FDP
- 2 Grand coalition (CDU/CSU and SPD)
- 3 Coalition SPD and Bündnis 90/Die Grünen
- 4 Social liberal coalition (SPD and FDP)
- 5 Coalition SPD, Bündnis 90/Die Grünen and Die Linke
- 6 Coalition SPD, FDP and Bündnis 90/Die Grünen
- 7 Coalition CDU/CSU, FDP and Bündnis 90/Die Grünen
- 8 Coalition CDU/CSU and Bündnis 90/Die Grünen
- 9 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. News cast analysis

Group 1

Formal data

ID_sdg ID of the news cast

The ID consists of eight characters: 1. number of the news cast V01 (F2), 2. examination year V03 (F2), 3. examination month V04 (F2), 4. examination day V05 (F2).

V01 Title of the news cast/numeric

11 *ARD/Das Erste*
 Tagesschau

21 *ZDF*
 heute

31 *RTL*
 RTL aktuell

41 *Sat.1*
 Sat.1 Nachrichten

V02 Title of the news cast/alphanumeric

V03 Year

09 2009

V04 Month

06 June

07 July

08 August

09 September

V05 Day

01

...

31

[V06 Beginning of the news cast]

V06h Hour

V06m Minute

V06s Second

Principles

The beginning of a new casts is defined by the start of the opening credits. If an advertising spot or clock appears in the opening credits, the news cast 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).

[V07 End of the news cast]

V07h Hour
V07m Minute
V07s Second

Principles

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

V08 Duration of the news cast

coder_s Coder of the news cast variables and the formation of the news stories (group 1)

5 J.H.
 8 J.Z.

2. Analysis of news stories

You can find further information about the identification of the cases in the analysis of news stories in chapter 2 and about the definition of cases in chapter 3 of the elucidation of codes. A scheme how the filtering of the coding of news stories is carried out can be found in the plan of variables.

Formal data

ID_bei ID of the news story

The ID consists of ten characters: 1. number of the news cast V01 (F2), 2. examination year V03 (F2), 3. examination month V04 (F2), 4. examination day V05 (F2), 5. number of news story B01 (F2).

B01 Current number of news story per newscast

Principles

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

[B02 Beginning of the news story]

B02h Hour
B02m Minute
B02s Second

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 news cast.

[B03 End of the news story]

B03h Hour
B03m Minute
B03s Second

B04 Duration of the news story in seconds

- 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.*
- Therefore also weather reports are to be coded when a voice from the off or a news speaker comments the weather charts.*
- 3 News story as a film
Normally it is introduced by the anchorman and consists in 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 news cast.
When a moderator speaks in front of a weather chart or outdoor (e.g. near by a weather station), this is also to be coded here.

9 Other
e.g. public polls and vox pops

Principles

- If the journalistic form of presentation changes, a new news story begins.
- The introductory/closing remarks belong to the news story.
- Switching on to an intern stock market expert/journalists is to be considered as live transmission (Code 4) and is to be classified under a single news story even if several topics are treated.

B08 Main subject of the news story: alphanumeric

Principles

Take down a headline which should explain the coding and be comprehensible even after a year.

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: High water in New Orleans“).

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

For sports reporting there has to be noted the respective country, sport events, discipline and competition (e.g. „F: Tour de France“, „D: National soccer league (Bundesliga)“, „PL: Basketball EC“).

Group 2

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

1 A.M.
2 A.D.
6 R.O.

Thematization analysis (1): Economic situation

B09 2. Filter variable: Does the news story refer to the evaluation of the economic situation/development in Germany?

Definition

In this category there have to be coded all news stories that contain an evaluation about the **retrospective, actual or prospective economic success of economic entities in Germany**.

Economic entities in the sense of this study are the national economy of Germany, German sectors/branches as well as German companies and private households. News stories about companies or private households are only coded if they refer to aggregates of the latter (i.e. a specific branch or all households in a specific region); news stories about a single company or a single household are not to be coded.

The **economic situation/development** of an economic entity can be evaluated by means of different indicators (e.g. business cycle, employment, budget deficit);

Principles and examples

Evaluations of the retrospective, actual or prospective economic situation resp. development can be **general evaluations** (e.g. when the news story reports about experts assuming that the situation on the labour market continues to worsen even during the next years) or can contain **verbs of increase resp. decrease which indicate a development in a specific direction so that the development can be interpreted as good or bad** (e.g. when the news story reports that experts assume that number of unemployed persons will continue to increase even during the next years).

Purely numeric statements (e.g. when a news story reports that the unemployment rate is 8.2%) however are not registered.

Metaphors and periphrases are also to be coded (e.g. when the news story reports that „the upturn runs out of breath“).

Evaluations of the economic situation resp. development have to be verbalised in order to be registered. Uncommented subtitles with actual DAX stocks are not sufficient to identify an evaluation of the economic situation.

Attention I: News stories about foreign economic entities are not coded nor news stories about supranational entities which include Germany (e.g. EU, euro zone, Western industrialised nations etc.). If a news story however refers to several economic entities (e.g. if the news story reports that inflation in the countries A, B and C increases) and one of the entities is Germany resp. German, the news story is coded (in our example this would be the case if one of the countries A, B or C is Germany). If the mention of a branch or similar does not include explicitly a reference to Germany, the statements are not registered (e.g. „Automotive industry recovers“).

Attention II: Demands (e.g. „Unemployment must finally be reduced“) are even not to be coded if they can be interpreted as implicit evaluation that an indicator of the economic situation is in the eyes of the author actually too high or low.

Attention III: If retrospective or actual statements about the economic situation resp. development expressed particularly by politicians are considered to depend from their own actions (e.g. if a statement about the economic situation is essentially based on statements of SPD politicians emphasizing that the unemployment rate has only decreased because of the „Agenda 2010“ of Government Schröder), this is also interpreted as evaluation of the economic situation and therefore coded. In these cases this is not considered to be a political claim.

Attention IV: Conditional predictions (e.g. when a news story reports that the economic situation will recover if CDU and FDP will form a government after the Federal election) are not coded here.

Indicators for the coding of evaluations of the economic situation/development

- General economic situation/development/business cycle,
- Gross domestic product/gross national product,
- Labour market/employment,
- Price level/inflation/deflation,
- Stock prices,
- Working people's income, earned income,
- Employers' income, business income, corporate profits,
- Bankruptcies/insolvencies/companies at risk,
- Base rate.

Typical examples for such evaluations

DAX on the rise/in decline, downsizing in the automotive industry, drop in profits, decreased sales, rising inflation, recessive demand, falling incomes, slacking growth, mounting crisis on the labour market, higher prices, recovery of the economy, decreasing unemployment rate, acceleration in growth.

0	No
1	Yes

Principles

Evaluations of the economic situation resp. development are only registered if they are (at least briefly) commented. If they are only mentioned/enumerated they are to be ignored, the simple appearance of the term „economic crisis“ does not constitute a reference.

Filter variables politics

B10 3. Filter variable analysis of news stories: Does the news story refer to German federal politics?

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 descriptions 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 organisations 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 (B10=2). Only if the focus of the news story lies on German federal politics, it is coded as a main topic (B10=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 Saarland, Thuringia and Saxony or state wide local elections in North Rhine-Westphalia on 30 August 2009 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 which per definitionem 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 Saarland, Thuringia and Saxony or state wide local elections in North Rhine-Westphalia on 30 August 2009 as well as State elections in Schleswig-Holstein and Brandenburg on 27 September 2009; they are not considered to be federal politics.

If in a news story without political content a German federal political actor appears, this does not constitute a reference to politics.

Principles

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

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

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.

In this context the following rule is applicable: Codes 1 and 2 prevail over codes 3, 4 and 9.

If in an unpolitical news story national politics of other countries and/or without participation of Germany (code 3) as well as regional resp. subnational German politics without federal reference (code 4) appear as a secondary topic, code 9 is applicable.

Actions of the German army are defined to be German federal politics.

Actions of the public administration, the federal service institutes, the Federal Public Prosecutor, the Federal Labour Office, the Federal Office for the Protection of the Constitution, etc. are not considered to belong to German federal politics.

Actions of terrorists (even in the past) are political actions while the court proceedings and criminal investigations against terrorists are not per se political actions.

(International) statistics in connection to „Germany“ in its entirety are not defined to be politics (e.g. OECD Education Report).

If two news stories without reference to German federal politics appear one behind the other and in one of them a federal politician is thematized, only the latter story is coded with B10=1/2, the other remains in category B10=3/4.

The discussion about the nuclear power plant *Krümme*l is to be considered as a federal political topic.

Demonstrations in support of or against political decisions or issues are political actions.

- | | | |
|---|--|----------------------------|
| 1 | Yes: German federal politics is main topic | ⇒ Continue with B12 |
| 2 | Yes: German federal politics is secondary topic
<i>Regardless of the main topic of the news story</i> | ⇒ Continue with B12 |
| 3 | No: National politics of foreign countries or international politics
without participation of Germany | ⇒ End |
| 4 | No: Regional resp. subnational German politics without federal reference | ⇒ End |
| 9 | No: No politics | ⇒ Continue with B11 |

B11 **4. Filter variable analysis of news stories: If no politics:
Reference to German (federal) political actors (codes 1000-1400)?**

In context with unpolitical news stories it has to be verified whether a German federal political actor is thematized in the news story (e.g. if a news story reports on the Bayreuth Festival and mentions the fact that Angela Merkel has also attended it).

Principles:

The German army is considered to be a German (federal) political actor.

The public administration, the federal service institutes, the Federal Public Prosecutor, the Federal Labour Office, the Federal Office for the Protection of the Constitution, etc. are not considered to be German (federal) political actors.

Please note that a news story with appearance of a federal political actor acting politically or expressing political views has to be classified under B10=1 or 2.

- | | | |
|---|---------------------|-----------------------------|
| 0 | No | ⇒ End |
| 1 | Yes: Main role | ⇒ Continue with B20a |
| 2 | Yes: Secondary role | ⇒ Continue with B20a |

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 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*).

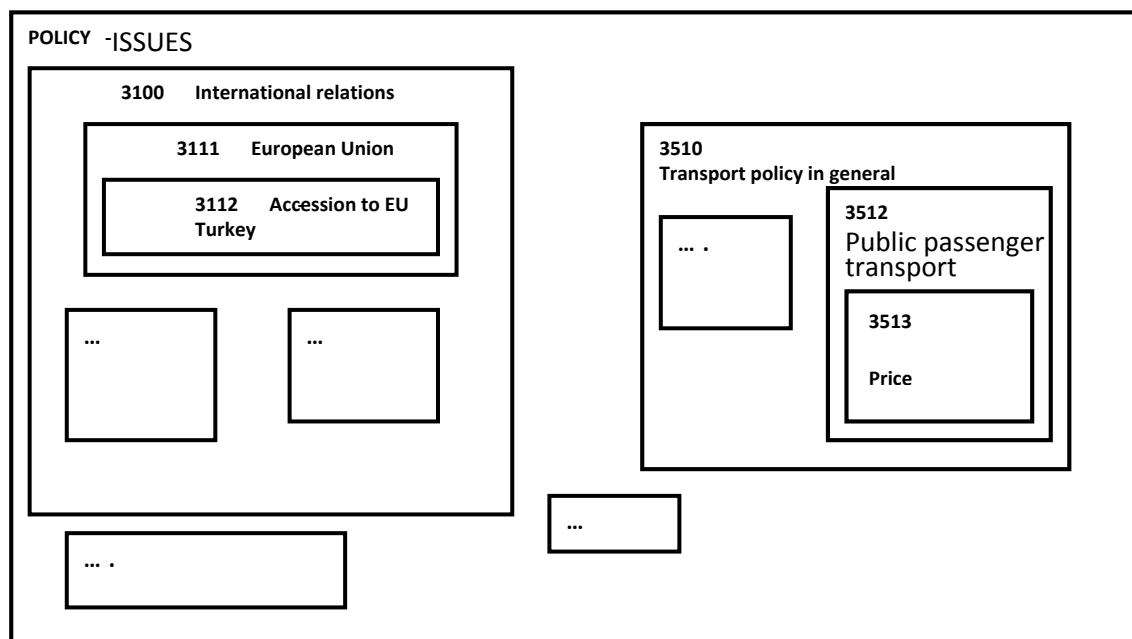
Policy: The content dimension, i.e. measures and programs developed, decided upon and implemented by political actors.

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

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

General principles for the coding of variables B14/politics, B16/polity and B18/policy

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



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

„internet in general“, the news story has to be coded with 3500 standing for the abstract field of infrastructure policy.

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

B12 Main subject of the news story: Politics, polity, policy issue?

If in B10 German federal politics is identified to be main or secondary topic, the coder now decides to which field of German federal politics the main subject of the story is attributed, i.e. if German federal politics is only a secondary topic (B10=2), he has to identify the main subject of this secondary topic of the news story.

Accordingly he has to attribute the code 1 (main aspect) to one of the three following variables B13, B15 or B17. To the other two variables he can only attribute code 0 (no reference) or 2 (secondary aspect).

- 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*)

B13 Reference to politics issues?

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

Principles

If B12=1 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!

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.

B14 If yes: politics issue

1000-1700 Politics issue according to list 1

Principles

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

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

B15 Reference to polity issues?

- 0 No ⇒ **Continue with B17**
- 1 Main aspect ⇒ **Continue with B16**
- 2 Secondary aspect ⇒ **Continue with B16**

Principles

If B12=2 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!

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

B16 If yes: polity issue

2000-2500 Polity issue according to list 1

Principles

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

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

B17 Reference to policy issues?

- | | | |
|---|------------------|----------------------|
| 0 | No | ⇒ Continue with B19a |
| 1 | Main aspect | ⇒ Continue with B18 |
| 2 | Secondary aspect | ⇒ Continue with B18 |

Principles

If B12=3 is coded, necessarily B17=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.

B18 If yes: policy issue

3000-4500 Policy issue according to list 1

Principles

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

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

Thematization analysis (3): Policy positions

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

Principles

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

3a: 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.

B19a Welfare-state services

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

1.) Welfare-state services on an insurance basis

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

2.) Welfare-state services on an assistance basis

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

0 No reference to welfare-state services

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

2 Extension of welfare-state services is thematized:

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

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

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

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

Principles

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

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

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

B19b 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 B19b.

(3c-f) Themmatization of positions in the debate about phasing-out of nuclear energy

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

B19c Accelerating the phasing-out of nuclear energy

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

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

B19d Maintaining the actual phasing-out plans

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

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

B19e Decelerating the phasing-out of nuclear energy

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

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

B19f Revoking the phasing-out of nuclear energy

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

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

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

For the variables B19c-f the following codes are applicable:

- 0 Position is not thematized
- 1 Position is thematized

Thematization analysis (4): Reference points of the news story

B20a Does the news story refer to the Federal election 2009? (including the federal election campaign, *cf. list 1: codes 1200-1460*)

- 0 No
- 1 Yes

Principles

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

B20b Explicit reference to the TV debate

- 0 No
- 1 Yes

Principles

Every still so small reference to the German TV debates 2002, 2005 and 2009 is to be registered.

B20c Explicit reference to survey results of the Federal election 2009

- 0 No
- 1 Yes

Principles

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

B20d Central event as cause of reporting

00 None of the events from list 3

01-36 Event from list 3

Principles

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

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

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

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

Not to be coded are eventual pegs/connecting passages in the introducing remarks ("The weeks after the party congress ...").

Thematization analysis (5): 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 councillor etc.). By ‚**governmental system**‘ we understand the political institutions at large and all political actors of the political system of Germany.

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

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

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.

B21a Angela Merkel: Chancellor

B21b Angela Merkel: Other roles

B21c Other politicians or boards of the CDU: Institutional (roles)

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

B21e Karl-Theodor zu Guttenberg: Federal Minister for Economy and Technology

B21f Karl-Theodor zu Guttenberg: Other roles

B21g Other politicians or boards of the CSU: Institutional (roles)

B21h Other politicians or boards of the CSU, CSU in general: Other (roles)

B21i CDU/CSU in general

I.e. institutional and other roles

B21j Frank-Walter Steinmeier: Minister of Foreign Affairs

B21k Frank-Walter Steinmeier: Other roles

B21l Other politicians or boards of the SPD: Institutional (roles)

B21m Other politicians or boards of the SPD, SPD in general: Other (roles)

B21n Federal Government in general

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

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

Includes: government spokesperson

B21o	Guido Westerwelle: Leader of parliamentary party group
B21p	Guido Westerwelle: Other roles
B21q	Other politicians or boards of the FDP: Institutional (roles)
B21r	Other politicians or boards of the FDP, FDP in general: Other (roles)
B21s	Renate Künast: Leader of the parliamentary party group
B21t	Renate Künast: Other roles
B21u	Other politicians or boards of Bündnis 90/Die Grünen: Institutional (roles)
B21v	Other politicians or boards of Bündnis 90/Die Grünen, Bündnis 90/Die Grünen in general: Other (roles)
B21w	Oskar Lafontaine: Leader of parliamentary party group
B21x	Oskar Lafontaine: Other roles
B21y	Other politicians or boards of Die Linke: Institutional roles
B21z	Other politicians or boards of Die Linke, Die Linke in general: Other (roles)

For the variables B21a-z the following codes are applicable:

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

Principles and examples

When identifying the order of the mentioning all political actors are taken into account (list of actors: 1000-1800 as well as codes 3000-4000), so that a first-mentioned actor must not necessarily be registered. If there is a first-mentioned political actor who can not be registered by the variables B21 (for example Federal President, State Minister without mentioning the party, Federal Constitutional Court), 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 (B21b), but is subtitled with „Chancellor“ during her campaign speech, this is coded by B21b as well as B21a.

If an actor appears within one news story **in sound bite and quoted/thematized**, this will be coded with the variable for unmediated speech, i.e. code 11 prevails over code 12, code 21 prevails over code 22. Example: If Frank-Walter Steinmeier, Minister of Foreign Affairs, is first mentioned in the 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. the codes even between the different groups codes are to be seen hierarchically. This applies even if there are different persons subsumed under the same code. Example: If SPD MP A is thematized as first person (code 12), SPD MP B appears afterwards in sound bite (code 21), this leads to a coding of B21I = 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.

Attention with the term „Grand coalition“: If it is to be considered as synonymous with Federal Government, it is coded only by B21n and not for CDU, CSU and SPD. Other coalition models are coded by the respective participating party. If a Grand coalition in a State is thematized, the corresponding parties in accordance to the respective State are coded, but not by B21n.

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

If cross-party **institutional roles are assigned with an explicitly party specific attribute**, this is to be registered. Example: „The red Minister of Foreign Affairs“: B21j

(Frank-Walter Steinmeier - Minister of Foreign Affairs) and B21k (Frank-Walter Steinmeier – other roles).

In foreign political news stories „Berlin“ and „Germany“ are to be considered as synonymous with the Federal Government and therefore coded by B21n, if it is not only meant as geographic indication, but stands for actors in a foreign political context.

Partisans and voters of a certain party are not registered.

CDU and CSU are only registered separately if they are mentioned separately. If „CDU-CSU“ or „Union“ is mentioned, it is coded only by B21i. If „CDU and CSU“ is used in the sense of the union parties as a whole, it is also coded by B21i.

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 B22a-B22o below in a news story.

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

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

For the coding a five-point-scale is used⁴: from „unambiguously positive“ (=1) to „unambiguously negative“ (=5). A news story is to be coded for an actor as „unambiguously positive“ (=1) resp. „unambiguously negative“ (=5), if it contains **exclusively positive resp. negative evaluations** on this actor and/or his actions (this does not imply that the news story deals exclusively or mainly with this actor). Neutral contents can also be included but none pointing in the opposite direction. If a news story contains **positive as well as negative evaluations**, it has to be coded "rather positive" (=2) resp. „rather negative“ (=4) depending on the direction in which the tendency of the news story goes. If **positive and negative evaluations are evenly balanced**, i.e. are represented in more or less equal parts, the news story is to be coded „ambivalent/positive as well as negative“ (=3). If a tendency is not clearly visible, the news story is to be coded „neutral/no tendency“ (=9).

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

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

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 summarised. The distinct differentiation between positive/ambivalent/negative is more important than the one between „unambiguously“ and „rather“ positive resp. negative.

B22a	Angela Merkel
B22b	CDU
B22c	Karl-Theodor zu Guttenberg
B22d	CSU
B22e	Frank-Walter Steinmeier
B22f	SPD
B22g	Guido Westerwelle
B22h	FDP
B22i	Renate Künast
B22j	Bündnis 90/Die Grünen
B22k	Oskar Lafontaine
B22l	Die Linke
B22m	Coalition between CDU/CSU and FDP (black-yellow)
B22n	Grand coalition (CDU/CSU and SPD), federal Government
B22o	Coalition between SPD and Bündnis 90/Die Grünen (red-green)

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

Moreover an overall tendency can only be coded for parties if they are **thematized explicitly** as a whole. It is not enough that actors of the respective parties are thematized in the news story. The appearance of the general secretary Hubertus Heil for example can not 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.

The **federal government** (22n) is only registered if it is named explicitly as government. Single ministers are not registered in this category.

If **CDU/CSU** resp. the Union are named as one of the first three actors, B22b as well as B22d are coded. This naming is to be considered as a single actor, i.e. two others can be registered.

General principle:

Federal Ministers are never to be coded in this category (excepted Steinmeier and Guttenberg).

Principles of tendency

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

(1) *Evaluations:*

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

Example for a positive explicit judgment: Frank-Walter Steinmeier⁵ is portrayed as a pleasant politician in a news story about his appearance in the Hall Meeting. In a news story Guttenberg's criticism referring to the Opel rescue plan is assessed as honest and courageous.

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

(2) *Support/rejection:*

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

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

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

(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.

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

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

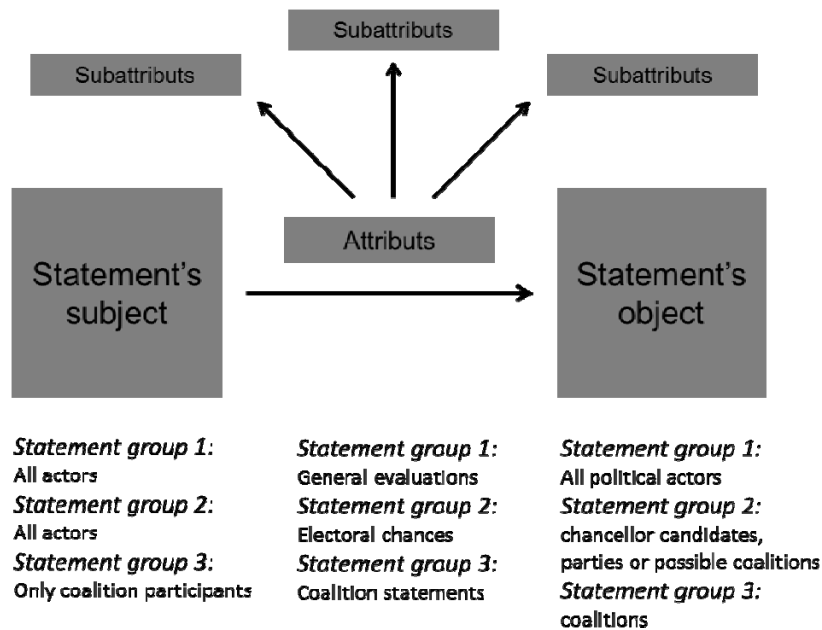
⁵ The direction of the tendency refers to the underlined actor respectively.

Group 3

3. Statement analysis

General structure:

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



In section 3 of the elucidations of the codes you find further information about how to choose the news stories to be analysed 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 Steinmeier by the respective party.

„General indications of objects“ as for example „all parties“ are registered with superordinated code (parties = 3000).

If a speech act of a quoting news speaker/journalist to be registered is repeated/illustrated/concretised 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.

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 Minister of Foreign Affairs and top candidate Frank-Walter Steinmeier bashed Merkel's assertiveness in the CDU“, is registered in one RU. As statement's subject the first mentioned function– Minister of Foreign Affairs Frank-Walter Steinmeier (1102) – 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 the 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

coder_a **coder of the statement analysis (group 3)**

3	C.S.
4	H.T.
7	U.W.

[ID_aus **ID of the statement]**

The ID consists of twelve characters:

1. number of news cast V01 (F2), 2. year of recording V03 (F2), 3. month of recording V04 (F2), 4. day of recording V05 (F2), 5. number of news story B01 (F2), 6. number of statement S01 (F2).

S01 **Current statement number per news story**

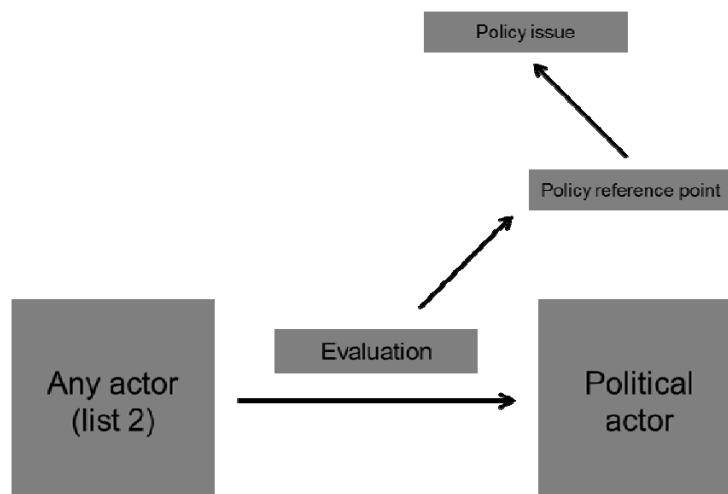
S02 **Central filter statement analysis: statement group**

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.



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 not registered.

Principles and examples

Evaluations of political actors are not limited to the context of the federal election 2009.

Evaluations of the results at the state or local elections are not 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.

„Criticised“ and similar unambiguous statements are seen as evaluations.

Attenuated formulations or observations as “[...], the fear of a party colleague”, “could mean that” or „Althaus comes out of his shell“ are not registered.

Moreover if a formulation can not be considered doubtlessly positive or negative (Example: “plain”), it is not registered.

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 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)

If the point of reference can not 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.

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. Steinmeier: „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. For reports about the air raid of the German army it has to be examined thoroughly who the evaluated actor is. Evaluations on the German army 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”.

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“. ⇒ End
- 2 Specific policy competence ⇒ Continue with S14

9 No policy reference point of the evaluation

⇒ End

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 (S13), if the object of evaluation can be identified without room for interpretation.

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 Althaus 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, honourable 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.

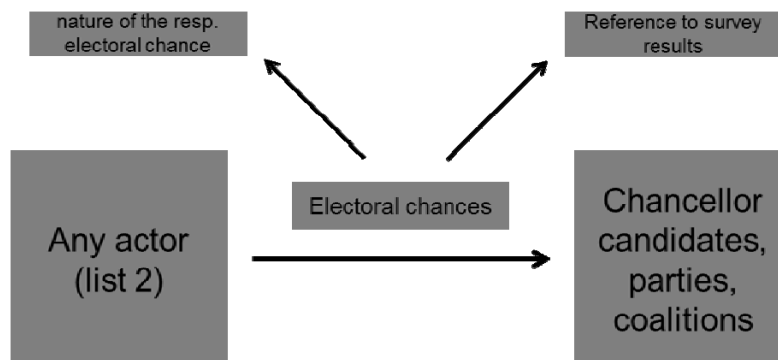
S14 If specific policy competence: policy issue?

- 31 Foreign affairs
- 33 Defence
- 34 Internal security
- 35 Infrastructure
- 36 Environment
- 37 Social policy
- 38 Labour 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.



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 2009** 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 in this category are coded all statements about the numerical strength of parties and coalition constellations as well as the popularity of chancellor candidates.

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 verbalised.

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 Merkel 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 to the chancellery which was taken by Merkel for granted“ 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 Steinmeier“ 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 Steinmeier.

„The SPD could run short“ is not registered because it cannot be unambiguously identified if it is considered to be a negative or positive evaluation.

„At the end this could be only just a grand coalition for the CDU“ is not registered because it cannot be unambiguously identified whether it is a positive electoral chance for the grand coalition or a negative one for the CDU.

„Three quarter of the population don't believe in a change of government“ is coded in the following manner: S21 = 32, (grand 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 Schreiber, but who is the opposition after the federal election? This can be seen in the statements. The Greens plaid for an investigating committee“ is not coded as an electoral chance because it is pure speculation.

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 superordinated 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 Frank-Walter Steinmeier

Parties

21 CDU/CSU

22 SPD

23 Bündnis 90/Die Grünen

24 FDP

25 Die Linke

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 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 one 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 can not appear simultaneously in a RU. If an assessment of electoral chances in static form appears in combination with an assessment of electoral chances in dynamical form, two different statements about the electoral chances are to be coded.

S23 Assessment of electoral chances – dynamic

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

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

Principles

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“ or „has gained“.

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 one 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.
- 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 predict 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)
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 have never been so good because of the offers coming from both political camps “.
- 17 Third-placed party
E.g. „In the meantime opinion researcher 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.“
- 20 Popularity of chancellor candidates
In this category are coded statements whether the population supports the chancellor candidates (not parties). E.g. „Steinmeier's popularity ratings rose constantly during the last weeks“, „Merkel is ahead in the voters' favour“. 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 subentities, e.g. the „strongest party in East Germany“.

Rule

Wrong journalistic attributions, e.g. „The grand coalition has an absolute majority“, are coded by the right codes.

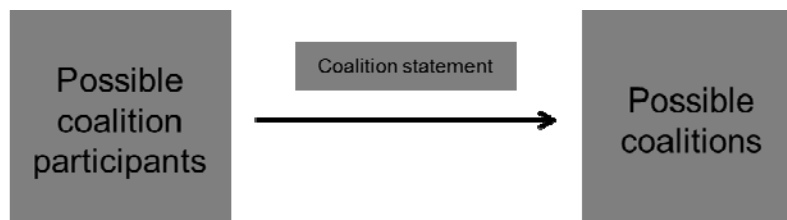
S25 Reference to survey results

- 0 No
1 Yes

Statement group 3: coalition statement

Structure

The 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 are registered which the participating parties approve/wish for themselves after the federal election 2009 or which they reject. 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.

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
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 Other coalitions

S32 Coalition statement

- 1 Unconditional rejection
E.g. „We rule out a coalition with the leftists.“
- 2 Conditional rejection/no complete rejection
e.g. „The leader of Die Linke Oskar Lafontaine said that the SPD could govern in the future with the leftists if they withdraw the German troops from Afghanistan, revoke the destruction of the pension formula and abolish Hartz IV.“ => For it is very unlikely that the SPD 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 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 Olaf Scholz. As he expresses that the FDP is not the preferred partner of the SPD but that there are no insurmountable obstacles to a cooperation, code 3 is attributed.
- 4 Unconditional approval
E.g. „The leader of the FDP Guido Westerwelle said that he want to govern with the CDU/CSU after the federal election even with a majority of only one vote.“

Principles

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 taken into account.

List 1: Issues⁶

Politics issues (Political process/process dimension)

1000 POLITICAL PROCESSES (POLITICS ISSUES)

1100 Field of political conflicts and scandals

1110 Political conflicts in general

1111 Conflicts in the Federal Government in particular

1112 Inner party conflicts (incl. conflicts between CDU and CSU) in particular

1113 Conflicts between parties in particular

Includes: conflicts between „friendly“ parties resp. potential coalition partners, e.g. between CDU and FDP

1120 Political scandals in general

1121 Scandals in state politics in particular

1122 Scandals in federal politics in particular

1123 Special topic official car affair (Ulla Schmidt)

1124 Special topic outsourcing of drafting a bill regarding the rescue of banks to a law firm (Karl-Theodor zu Guttenberg)

1125 Special topic Rüttger's comments on Romanian workers

1200 Field of federal election campaign

This is the superordinated code for unspecific campaign reporting.

Includes general forecasts for the election results if there is no reference to surveys (cf. 1290)

1210 Election programmes/government programmes of parties in general

1220 Election campaigns of parties in general

All reports about election campaigns are coded by 1220 to start with. Codes 1221-1224 are only applicable with explicit mention of the respective terms.

1221 Canvassing of parties in particular

1222 Campaign style of parties in particular

Thematization of the political culture, e.g. „negative Campaigning“, attack vs. evasion etc.

1223 Campaign organisation in particular (e.g. war-rooms , agencies involved in campaigns, portraits of spin-doctors)

1224 Campaign costs/expenses in particular

1230 Campaign events in general

All reports about election campaign events are coded by 1230 to start with. Codes 1231-1235 are only applicable with explicit mention of the respective terms. („mass rally“, „electoral party convention“, „final rally“ etc.).

1231 Official kick-off dates for campaigns fixed by the parties in particular

1232 Large rallies of top candidates in particular

1233 Electoral/Special party conferences in particular

1234 Final rallies of parties in particular

1235 Protests/flash mobs at campaign events in particular

1240 TV campaign in general

1241 TV debate of top candidates in particular

Incl. pre-/post-coverage

1242 Party leaders' TV debate („elephant round“) in particular

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

- 1243 TV three-way fight of the opposition parties in particular
- 1250 Coalitions in general
- 1251 Coalition statement in particular
- 1252 Special topic cooperation between SPD and Die Linke
- 1253 Special topic cooperation between Bündnis 90/Die Grünen and Die Linke
- 1254 Meetings of parties with possible coalition partners in particular
- 1260 Associations and campaign in general
- 1261 Meetings of parties with alliance partners (trade unions, employers' associations) in particular
- 1262 Statements of associations (e.g. trade unions, employers' associations) in particular
- 1270 Goals of the parties in the election (as regards election results) in general
- 1280 Election campaign strategies in general
- 1281 Campaign for secondary (party-list) votes in particular
- 1290 Surveys in general
- 1300 Personnel proposals for ministerial posts in general
- 1400 Field of Federal election**
Includes election results of previous federal elections
- 1410 Voter turnout in general
- 1420 Direct mandates in general
- 1430 Overhang mandates in general
- 1440 Observation of elections by the OECD in general
- 1450 Electoral reform in general
- 1460 Admission of parties to elections in general
- 1500 Field of State or local elections and campaign**
- 1510 State elections and campaign in Brandenburg in general
- 1520 State elections and campaign in Saarland in general
- 1530 State elections and campaign in Saxony in general
- 1540 State elections and campaign in Schleswig-Holstein in general
- 1541 Break within the coalition in Schleswig-Holstein in particular
- 1550 State elections and campaign in Thuringia in general
- 1551 Dismissal of minister president Althaus in particular
- 1560 Local elections and campaign in North Rhine-Westphalia in general
- 1570 Consequences of State and/or local election results on federal politics in general
- 1610 Last debate in the Bundestag/last government declaration in general**
- 1700 Others specific topic with reference to political processes**
Includes resolutions of the Bundestag / Bundesrat in general, i.e. not thematic, also acts of state

Polity issues (Political structure/system dimension)

2000 POLITICAL STRUCTURES (POLITY ISSUES)

2010 Bureaucracy, civil service general

2020 Politicians' parliamentary allowance in general

2030 Lobbyism in general

2100 Field of form of government

2110 Democracy in general

2111 Discontent with bureaucracy in particular

2112 Greater say of citizens in particular

2113 Special topic direct democracy/plebiscites

2200 Field of formal institutions

Includes: Open Day of the Federal Government

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

2300 Field of national principles of organisation

2310 Federalism in general

2400 Field of normative order

2410 Deterioration of values/moral standards in general

2420 Disenchantment with politics in general

2422 Criticism on parties as such in particular

2423 Criticism on politicians as such in particular

2424 Criticism on federal bodies as such in particular

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

2430 Criticism on society in general

2431 Lack of perspectives in particular

2432 Envy in particular

2433 Rapacity in particular

2434 Lack of social cohesion/solidarity in particular

2435 No equality of chances in particular

2440 National pride in general

2500 Other specific topic with reference to political structures

Policy issues (Political contents/content dimension)

3000 POLITICAL CONTENTS (POLICY ISSUES)

3100 Field of foreign affairs

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

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

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

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

- 3150 Bilateral and multilateral agreements in general

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

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

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

- 3190 Arms exports in general

- 3200 Treatment of human rights in general

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

- 3310 Armament, disarmament in general

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

3600 Field of environmental policy

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

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

3630 Nature conservation in general
3631 Natural disasters in particular

3640 Animal welfare in general

3700 Field of social policy

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

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

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

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

3750 Immigration in general
Includes: naturalisation test

3751 Integration in particular
3752 Limitation of immigration in particular

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

3800 Field of labour market policy

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

- 3820 Federal Labour Office (as organisation) in general

- 3830 *Agenda 2010/Hartz IV* in general

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

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

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

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

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

- 3890 Plan for Germany in general

3900 Field of economic policy

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

- 3930 SME in general

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

- 3950 Competition and anti-trust law in general

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

- 4400** **Field of East Germany**
- 4410 Situation in East Germany in general
- 4420 Equalization of living standards/reconstruction East in general
- 4421 Solidarity supplement (*Soli*) in particular
- 4430 Westward migration in general
- 4440 Relics from GDR times/Stasi files in general
Includes: ex-Stasi collaborators
- 4500** **Other specific topic with reference to political contents**

List 2: Actors

Political institutions

1000 Federal President Horst Köhler (CDU)

1100 Federal Government in general (incl. spokesperson)

- 1101 Angela Merkel (Chancellor) (CDU)
- 1102 Frank-Walter Steinmeier (Federal Minister of Foreign Affairs) (SPD)
- 1103 Peer Steinbrück (Federal Minister of Finance) (SPD)
- 1104 Ursula von der Leyen (Federal Minister of Family Affairs, Senior Citizens, Women and Youth) (CDU)
- 1105 Karl-Theodor zu Guttenberg (Federal Minister of Economics and Technology) (CSU)
- 1106 Ulla Schmidt (Federal Minister of Health) (SPD)
- 1107 Wolfgang Schäuble (Federal Minister of the Interior) (CDU)
- 1108 Olaf Scholz (Federal Minister of Labour and Social Affairs) (SPD)
- 1109 Sigmar Gabriel (Federal Minister for Environment, Nature Conservation and Nuclear Safety) (SPD)
- 1110 Franz Josef Jung (Federal Minister of Defence) (CDU)
- 1111 Brigitte Zypries (Federal Minister of Justice) (SPD)
- 1112 Ilse Aigner (Federal Minister of Food, Agriculture and Consumer Protection) (CSU)
- 1113 Annette Schavan (Federal Minister of Education and Research) (CDU)
- 1114 Wolfgang Tiefensee (Federal Minister of Transport, Building and Urban Affairs) (SPD)
- 1115 Heidemarie Wieczorek-Zeul (Federal Minister of Economic Cooperation and Development) (SPD)
- 1116 Thomas de Maizière (Head of the Federal Chancellery and Federal Minister for Special Tasks)

- 1121 Federal Chancellery (incl. spokesperson)
- 1122 Federal Foreign Office (incl. spokesperson)
- 1123 Federal Ministry of Finance (incl. spokesperson)
- 1124 Federal Ministry of Family Affairs, Senior Citizens, Women and Youth (incl. spokesperson)
- 1125 Federal Ministry of Economics and Technology (incl. spokesperson)
- 1126 Federal Ministry of Health (incl. spokesperson)
A.o. Federal Government's commissioner on drug related issues
- 1127 Federal Ministry of the Interior (incl. spokesperson)
- 1128 Federal Ministry of Labour and Social Affairs (incl. spokesperson)
- 1129 Federal Ministry for Environment, Nature Conservation and Nuclear Safety (incl. spokesperson)
- 1130 Federal Ministry of Defence (incl. spokesperson)
- 1131 Other Federal Ministries (incl. spokesperson)

- 1141 The Federal Ministers belonging to CDU/CSU
- 1142 The CDU-Federal Ministers
- 1143 The CSU-Federal Ministers
- 1144 The SPD-Federal Ministers

1200 Coalitions in the Federal Government (executive coalitions)

- 1210 Grand coalition (actual)
- 1220 Grand coalition (prospective)
- 1230 Red-green coalition (SPD/Grüne) (prospective)
- 1240 Red-red-green coalition (SPD/Linke/Grüne) (prospective)
- 1250 Red-yellow-green coalition (SPD/FDP/Grüne) (prospective)
- 1260 Red-yellow coalition / social liberal coalition (SPD/FDP) (prospective)
- 1270 Black-yellow coalition (CDU/CSU/FDP) (prospective)
- 1280 Black-green coalition (CDU/CSU/Grüne) (prospective)
- 1290 Black-yellow-green coalition (prospective)

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

- 1540 State governments lead by the SPD (Berlin, Brandenburg, Bremen, Mecklenburg-Vorpommern, Rhineland-Palatinate)
- 1541 Minister Presidents of the SPD (Klaus Wowereit/Berlin, Matthias Platzeck/Brandenburg, Jens Böhrens/Bremen, Harald Ringstorff/Mecklenburg-West Pomerania, Kurt Beck/Rhineland-Palatinate)

- 1551 State Ministers SPD
- 1552 State Ministers FDP
- 1553 State Ministers CDU
- 1554 State Ministers CSU
- 1555 State Ministers Bündnis 90/Die Grünen (herein GAL-Hamburg)
- 1556 State Ministers Die Linke

- 1600 State parliaments in general**
- 1610 State parliamentary group or members of SPD (if thematized in their function)
- 1620 State parliamentary group or members of Bündnis 90/Die Grünen (a.o. GAL-Hamburg) (if thematized in their function)
- 1630 State parliamentary group or members of CDU/CSU (if thematized in their function)
- 1640 State parliamentary group or members of FDP (if thematized in their function)
- 1650 State parliamentary group or members of Die Linke (if thematized in their function)
- 1660 Other State parliamentary group or members (if thematized in their function) (includes NPD, DVU, SSW)

- 1700 European parliament in general**
- 1710 MEPs SPD (German PASD representative)
- 1720 MEPs Grüne (German Grüne/EFA representative)
- 1730 MEPs CDU (German EVP-ED representative of CDU)
- 1740 MEPs CSU (German EVP-ED representative of CSU)
- 1750 MEPs FDP (German ALDE representative)
- 1760 MEPs Die Linke (German KVEL/NGL representative)

- 1800 Federal Constitutional Court *Bundesverfassungsgericht* (incl. organizational units and judges in office)**

- OTHER INSTITUTIONS**

- 2100 Federal Court of Auditors *Bundesrechnungshof***

- 2200 German Federal Bank *Deutsche Bundesbank* (incl. Executive Board and President)**
- 2300 State banks**
- 2400 Federal Financial Supervisory Authority (BaFin)**

- 2500 Federal Statistical Office (destatis)**
- 2600 Statistical State Offices**

- 2700 Federal Employment Agency (BA)**

- 2800 German Council of Economic Experts**

PARTIES

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

3000 (The) Parties

3100 CDU/CSU as a whole in general

3200 CDU in general

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

3300 CSU in general

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

3400 SPD in general

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

3500 Team Steinmeier

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

3600 Bündnis 90/Die Grünen

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

3700 FDP in general

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

3800 Die Linke in general

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

3900 Piratenpartei in general

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

4000 Other Party

INTERNATIONAL POLITICAL INSTITUTIONS

5100 The European Union (EU) in general

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

5200 International Monetary Fund (IMF)

5300 World Bank

5400 Organisation for economic cooperation and development (OECD)

5500 United Nations (UN)

5600 Other international organisations

MEDIA

6100 Journalist(s) resp. Media

- 6110 Own medium
- 6120 Other medium

OTHER ACTORS

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

List 3: Events

Code B20d	Beginning of event sequence	Event (sequence)
01	14.07.09	Closed conference of the CSU
02	17.07.09	Party congress of the CSU
03	23.07.09	Dissolution of the grand coalition in Schleswig-Holstein
04	26.07.09	Theft of the official car of Ulla Schmidt <i>Only news stories reporting specifically about the theft itself not about the affair afterwards</i>
05	28.07.09	Campaign conference of the SPD, Hannover
06	29.07.09	Closed conference of the SPD leaders in Potsdam
07	30.07.09	SPD presents the team Steinmeier
08	03.08.09	SPD presents the „plan for Germany“
09	04.08.09	First part of the summer tour of SPD chancellor candidate Steinmeier
10	12.08.09	Chancellery orders law to rescue banks
11	13.08.09	Second part of the summer tour of SPD chancellor candidate Steinmeier
12	14.08.09	Guttenberg's overall concept for industrial policy
13	17.08.09	Bündnis 90/Die Grünen start Germany tour of the top candidates
14	24.08.09	Merkel's diner with Ackermann in the chancellery
(15-19)		<i>State/local elections: Only the election itself and its results are taken into account. The election campaign and the talks about coalition/ formation of a government after the election are neglected.:</i>
15	30.08.09	The State elections on 30 August 2009
16	30.08.09	State election in Saarland
17	30.08.09	State election in Thuringia
18	30.08.09	State election in Saxony
19	30.08.09	Local elections in North Rhine-Westphalia
20	31.08.09	Kick-off event/Start of the hot phase of the election campaign SPD, Hannover
21	03.09.09	Thuringia's Minister president Althaus resigns
22	03.09.09	Kick-off event/Start of the hot phase of the election campaign FDP, Düsseldorf
23	04.09.09	Kick-off event/Start of the hot phase of the election campaign Die Linke, Frankfurt am Main
24	06.09.09	Kick-off event/Start of the hot phase of the election campaign CDU, Düsseldorf
25	13.09.09	TV debate of the chancellor candidates
26	14.09.09	TV debate of the opposition parties
27	15.09.09	Merkel's campaign tour with the chartered train „Rheingold-Express“
28	20.09.09	Extraordinary FDP party congress
29	25.09.09	G20 summit Pittsburgh
30	24.-26.09.09	Final rallies of the parties
31	24.09.09	Final rally: Bündnis 90/Die Grünen, Berlin
32	25.09.09	Final rally: Die Linke, Berlin
33	25.09.09	Final rally: SPD, Hannover
34	26.09.09	Final rally: CDU, Berlin
35	26.09.09	Final rally: CSU, Munich
36	26.09.09	Final rally: FDP, Cologne